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By: *[Signature]*

DATE: *August 14, 2007*

BOX TTAB – NO FEE

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

SEXY HAIR CONCEPTS LLC,

Opposer,

v.

PERFECT PLUS, INC.

Applicant.

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Opposition No. 91170863

*78573653*

TTAB

**NOTICE OF RELIANCE**

Honorable Commissioner for Trademarks  
P.O. Box 1451  
Alexandria VA 22313-1451

Dear Commissioner:

Pursuant to T.B.M.P. §§ 707 and 708 and 37 C.F.R. § 2.122(3), Opposer hereby intends to give notice that it intends to rely on the following evidence:

1. Copies of the following printed publications from newspapers, periodicals and journals available to the general public in libraries or of general circulation among members of the public or that segment of the public which is relevant to this proceeding to establish use of the “SEXY” and “SEXY HAIR” names and marks by persons in the relevant trade to refer to Opposer and its goods, as opposed to any other entity, and evidencing recognition of “SEXY” and “SEXY HAIR” as names and marks of Opposer:

Description of Publication

1. Laura Kinsler, “Beauty More than Skin Deep.” Tampa Tribune, July 28, 2007. Entire document.



2. Roberta T. Vowell, "Crazy, Frizzy, Out of Control." Virginia Pilot and Ledger-Star, July 18, 2007. Page 2.
3. Samantha Thompson Smith, "The Tress Test." The News & Observer, May 14, 2007. Page 3.
4. "Snippets: Sanjaya, Hair God...Popping Up...Aveeno Gardens." Women's Wear Daily, April 20, 2007. Entire document.
5. "Neighborhood News: A Roundup of News from Around Northeast Miami-Dade." Miami Herald, March 22, 2007. Pages 1-2.
6. Michelle Edgar, "'Idol' Adds Strength to Sexy Hair." Women's Wear Daily, January 19, 2007. Entire document.
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8. Lindsay Elkins, "Hair's the Thing: Sales Achieve Modest Growth While Consumers Request More Specialized Formulas Targeted to Their Hair Type." Household & Personal Products Industry, December 1, 2006. Page 4.
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Respectfully submitted,

Dated: August 14, 2007

By: Roberta Jacobs-Meadway  
Roberta Jacobs-Meadway  
Troy Larson

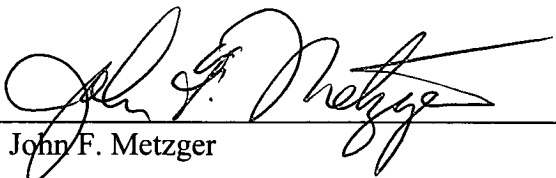
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ATTORNEYS FOR OPPOSER

CERTIFICATE OF SERVICE

I hereby certify that the foregoing Opposer's Notice of Reliance was served today  
on the following by first class mail, postage prepaid:

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Date: August 14, 2007

  
By: John F. Metzger

Citation  
7/28/07 TAMPATRIB 8

Search Result

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Database  
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7/28/07 Tampa Trib. (Fla.) 8  
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July 28, 2007

Section: NORTHEAST

Beauty More Than Skin Deep

LAURA KINSLER

There is shampoo, gel, hair coloring and highlights, lip gloss and waxing.

By LAURA KINSLER

The Tampa Tribune

UNIVERSITY AREA - Someone used to buying shampoo and hair gel at the supermarket could get overwhelmed stepping into Beauty Mode.

"We carry over 100 product lines and 10,000 products," store manager Nichole Muczynski said. "We have different lines from all over the world."

The spacious, modern store and salon opened this month at University Mall. It's the 10th store for the Boston-based chain, which is expanding into Tampa. Store No. 11 will open at WestShore Plaza in the fall.

Employees are trained to be able to recommend the perfect combination of styling products, shade of lip gloss or hair dryer for any customer.

"I love it when another redhead comes in," Muczynski said. "We're only 5 percent of the population." She points them toward her new favorite shampoo, Wella Color Preserve, which contains pigments that enhance her natural color.

The salon, which opens in August, will specialize in hair color and highlights. It also will employ an aesthetician (waxing specialist).

"We've actually had a lot of guys asking about waxing," Muczynski said. "They want to get their eyebrows waxed. I was a little surprised by that."

Customers are encouraged to test products - such as Larissa Edmondson, who bought an ionic hair dryer after testing it in the store.

"If we don't have a tester, we'll make a tester," Muczynski said.

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Although some stores carry a limited number of ethnic products, Beauty Mode has an entire aisle of hair care products for blacks.

"We're the only store that carries Mizani," Muczynski said. "A lot of our customers say they could only get that before in a salon."

The men's section has an array of specialty shaving products, pomades and shampoos, including an entire shelf of American Crew Tea Tree Oil products. "Men love it because it tingles," Muczynski said.

"A lot of people buy by the smell," she said. "We carry a ton of Bed Head products. They're known for their styling products and because they smell great." She opens a bottle of hair gel that smells like a daiquiri.

Other featured product lines are L'Oreal Professionnel, Ojon, Brocato and Aquage. The store also carries familiar lines, such as Redken, Paul Mitchell and **Sexy Hair**.

The store offers discounts to students and employees at the University of South Florida, local hospital staffs and licensed stylists.

(CHART) IF YOU GO

WHAT: Beauty Mode

WHERE: University Mall, 2200 E. Fowler Ave.

WHEN: Open from 10 a.m. to 9 p.m. Monday through Saturday, noon to 6 p.m. Sunday

INFORMATION: Call (813) 558-9000

Reporter Laura Kinsler can be reached at (813) 865-4844 or lkinsler@tampatrib.com.

Photo credit: Tribune photos by JULIE BUSCH

Photo: Beauty Mode opened this month at University Mall. It's the 10th store for the Boston-based chain, which is expanding into Tampa. Store No. 11 will open at WestShore Plaza in the fall.

Photo: Nail polish in a myriad of colors adorns the shelves of Beauty Mode. Employees are trained to recommend the correct combination of styling products, shade of lip gloss or hair dryer for customers.

Photo: Manager Nichole Muczynski helps regular customer Larissa Edmondson. "We carry over 100 product lines and 10,000 products," Muczynski says. "We have different lines from all over the world."

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Virginia Pilot and Ledger-Star (Norfolk, VA)  
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July 18, 2007

Section: Daily Break

crazy, frizzy, out of control

ROBERTA T. VOWELL

By Roberta T. Vowell

The Virginian-Pilot

TODAY'S FORECAST: curly this morning with a chance of frizz by late afternoon.

Since we're talking summer on the southern coast, that hair forecast is probably good for most any July or August day. Rinse and repeat.

"I won't have a good hair day until September," said Donna Bradshaw, 42, of Norfolk.

Her light brown hair normally falls in waves to a spot just between her shoulder blades - she's special events coordinator at the Chrysler Museum of Art in Norfolk but still favors a rock 'n' roll look from years working backstage at concerts. Which would be fine, except it's summer, when the humidity climbs, and the air fills with moisture, and her tresses become a chaos of ringlets.

"Any moisture in the air just makes it curl - and not in nice, smooth curls. Crazy hair."

Tracy Clark copes with summer fuzz on both sides of the mirror. She's a cosmetologist, owner of Unique Concepts of Cosmetology in Portsmouth, and fights the frizz in her own relaxed tresses.

"Hampton Roads is the worst area for hair," said Clark, 47, of Chesapeake. "When you get the ocean nearby, you mix the heat with that extra water in the air, it makes a steamy marinade for hair."

A black woman's hair, she said, can be especially difficult. "When humidity hits a relaxed head, it makes it go limp. So if you've got a nice little bob or something, it's going down. Or if it's not straightened, the hair's going to soak up that moisture and swell up and get fuzzy."

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The press and curl - normally a routine way to temporarily straighten hair using hot comb and pomade - is nearly useless in summer.

"A press and curl, that hair is going to go home, right back to what it started out as," Clark said with a laugh. "My clients will say, 'I just want to get through to church on Sunday.' "

Clark ticks off three options: braids, a supershort and natural 'do or a slicked-down style - don't skimp on the gel - with ponytail, whether real or clip-on.

"Store-bought hair can be your best friend in summer."

Gary Allen, owner of a Virginia Beach salon that bears his name, counsels clients to make the best of their tresses.

"When you're fighting nature, sometimes nature wins. Sometimes, you've got to go with it. What is it they say in Texas? The bigger the hair, the closer to God."

His strategy for high humidity is to find a cut that can be blown out straight but also looks good when the curls pop out.

His stylists swear by "product cocktails" - in the palm of their hands, they mix a product designed to soften curls and fight frizz with a potion that provides hold.

One cocktail last week included Osis Extreme Hold Gel and Curly **Sexy Hair**, a product made by Big **Sexy Hair**, designed to lock out moisture.

But that's just one stylist's choice.

"If I interviewed 15 curly-haired women," Allen said, "they'd have 15 different products they like."

Kerry Kisa of Virginia Beach fought her curls for decades - she calls it "Brillo Pad hair," her husband, Eric. dubs it "pyramid hair."

Then she had twins, Kristin and Jackie, both blessed with long, random curls. Kisa switched her attention to the girls, now 10, and took a more relaxed approach to her own tresses.

"Now, I have succumbed. I've just let it be wild, curly. For a big event, I'll straighten my hair, but Jackie and Kristin get really upset. They'll say, 'Mommy, you're supposed to be curly.' "

Roberta T. Vowell, (757) 446-2327, roberta.vowell@pilotonline.com

Humid-hair remedies to try :

- braids



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- a super-short cut
- a cut that works when blown out straight or when curls pop up
- a slicked-down style with lots of gel, and a real or clip-on ponytail
- a mixture of hair products, one that locks moisture out and one that provides hold forecast guide

Sleek and stylish

Just a little bounce

Keep it off your neck

Frizzy and unruly

Out of control!

For those who struggle with long, curly hair in the summer, Tracy Clark, above, owner of Unique Concepts of Cosmetology in Portsmouth, suggests a quick, easy solution: a ponytail that keeps hair up and out of your way. humid hair remedies

- \* braids
- \* a supershort cut
- \* a cut that works when blown out straight or when curls pop up
- \* a slicked-down style with lots of gel, and a real or clip-on ponytail
- \* a mixture of hair products - one that locks moisture out and one that provides hold

why does hair frizz?

A simple explanation, from hairfinder.com: "Humidity tends to draw out the worst natural tendencies in our hair. The moisture in the air reacts with the hydrogen bonds in each strand of hair, causing hair to lose the style it has been set into."

So if your hair is naturally straight, it's making like a stick. If your hair has natural curl, all bets are off.

---- INDEX REFERENCES ----

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OTHER INDEXING: (CHRYSLER MUSEUM OF ART; OSIS EXTREME HOLD GEL; UNIQUE CONCEPTS OF COSMETOLOGY) (Allen; Big Sexy Hair; Clark; Curly Sexy Hair; Donna Bradshaw; Gary Allen; Jackie; Kerry Kisa; Kisa; Kristin; Rinse; Roberta T. Vowell; Tracy Clark)

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May 14, 2007

The tress test  
Samantha Thompson Smith  
The News & Observer, Raleigh, N.C.

May 14--They promise so much hope on the store shelves. Straight, shiny hair! More body! No more dandruff!

But are those miracle shampoos and conditioners worth all the hype? Is a \$13 bottle of shampoo really better than a \$5 bottle?

We put our N&O Beauty Panel on it, having them test five products on the market, two of which are so new they won't be in stores nationwide until next month.

As usual, they agreed on nothing. But they got pretty close on the Yes To Carrots shampoo and conditioner -- a new \$7.99 option available at Walgreens in June that one panelist says she liked so much she's already bought two more bottles of each (online) to incorporate into her regular hair-care product rotation.

Carrots, sexy soy and anti-pooof products put to the test:

YES TO CARROTS PAMPERING CARROT JUICE SHAMPOO & PAMPERING HAIR MUD  
CONDITIONER

Available at Walgreens.com or in Walgreens stores in June. 16.9 ounces, \$7.99.

What it is -- Hair products packed with antioxidants. The shampoo has Dead Sea mud, carrot, pumpkin, melon, orange and honey, and is enriched with 26 minerals. The conditioner has many of the same ingredients as the shampoo, with the addition of sweet potato.

Jean Bailey -- This shampoo did nothing special for me. It didn't give my hair any extra body or sheen. It smelled too sweet, almost like candy. When I was younger I use to use shampoos that smelled like that ... it made bees follow me.

Cary Edgar -- Despite ingredient lists that read more like vegan salad

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dressing than shampoo and conditioner, this was nothing short of perfection. I love it! Many all-natural products fail to really clean as well as they promise, but this is by far the best shampoo/conditioner I've ever used. The trick with these products was to follow the exact directions -- massage into the scalp and leave for 2-3 minutes. This worked so well that I didn't need any additional styling after blowing my hair dry; every strand fell effortlessly into place.

Ilina Ewen -- I like this line but hate the logo and packaging. And the name is a little weird too; sure doesn't roll off the tongue easily and sounds silly when saying it aloud. Try it with me. "Yes to carrots." Sounds goofy, right? The shampoo smells good and lathers up nicely. I don't like the \$7.99 price tag. For the record, my husband liked this one best, but he wouldn't pay \$7.99 for anything in the health and beauty aisles.

Susannah Skiver -- I cannot stop raving about this! It did something amazing for my hair's body and smoothness -- like adding unknown oomph. I don't know how to describe exactly what went on, but my sisters, who also used it, agreed that it was better than any shampoo they've tried yet. Additionally, it smelled great and combed out nicely. Yes yes yes to carrots!

Art Stone -- I love carrots. I liked the products, too. The smell was a little strong. I could smell these before I opened up the manila envelope containing them. But the smell was not bad, and the products felt and worked great. This was a friend's favorite.

#### PANTENE PRO-V RESTORATIVES TIME RENEWAL SHAMPOO

Available in June at drugstores. 8.5 ounces, \$4.99

What it is -- Shampoo designed to help restore up to two years of damage in one month.

Jean Bailey -- I have always been a fan of Pantene products. They always deliver what they promise. This shampoo didn't let me down. Since this shampoo promises to improve the condition of your hair over a month I need that much time to give a full report.

Cary Edgar -- I feel like this is fine as an everyday, run-of-the-mill shampoo, but I'm skeptical when such tremendous claims are made for any product. You're in denial if you think that some \$5 shampoo can undo two years of damage. If someone has that many problems with damaged hair, I think that a good haircut is a better solution than this. For me, this was like any other Pantene product I've tried before.

Ilina Ewen -- The blue color was unexpected and alarming. I was wary about using something that was so blue ... not because I thought it would color my hair but because it just seemed so laden with unnatural chemicals. The color reminded me of dandruff shampoo. In the end, I didn't notice anything special. Then again, I haven't had damaged hair since I used Clorox to bleach it in boarding school and followed up with purple, yes purple, dye. Since that bad hair experiment of 1983, I have been fortunate enough to have healthy, albeit

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sometimes frizzy, hair. Maybe if I had some damage to start with I would have seen a difference. The packaging is terrible. I wouldn't be attracted to or buy this off the shelf.

Susannah Skiver -- After about half a week, my hair actually did feel stronger and definitely looked healthier. It gained some body, and smelled great! I didn't use it for more than a week, but went back to it from time to time for a few days, and each time I noticed a similar improvement.

Art Stone -- This is clearly not a product meant for guys. The smell was very feminine and I found the blue color just weird. The packaging of this product looked more like an award than a shampoo. Since I have not spent years coloring and perming my hair, I felt unqualified to judge the promised results of using the shampoo.

#### HEALTHY **SEXY HAIR** SOY MILK SHAMPOO

Available at salons. 13.5 ounces, \$13.

What it is -- A gentle shampoo designed to give body, shine and strength to hair from soy protein. It's also supposed to protect from color loss.

Jean Bailey -- I really liked this shampoo. It didn't strip my hair of its color just like it promised. It had a fresh clean smell and gave my hair a great sheen. I will continue to buy this product. Along with that great conditioner we all liked by Charles Worthington, I feel like I have hit a home run.

Cary Edgar -- This didn't leave a radical impression either way. The lather was soft and I felt like it cleaned my hair sufficiently, but the after-effect was dry after several days of use. My husband tried it and he also felt like it over-stripped his hair. The only thing that I really liked was the clean and simple scent, but I can find that in other products that cost less and work better.

Irina Ewen -- This one was my favorite, mostly because of the packaging. Love the little milk bottle but expected the shampoo to be white and milky, not a weird clearish cloudy color. I didn't notice stronger hair, and I don't color my hair (though I notice more gray hair everyday!) so I can't speak to color loss. I did have silky smooth hair with less frizz, more shine. The shampoo had a light, pleasant smell and was gentle enough to use on my kids. Not worth the \$13 price tag, but no shampoo is.

Susannah Skiver -- This had a citrus-y, peppery scent that was half nice, half weird. It made my hair feel really heavy-- like it was over-moisturizing it. I have naturally oily hair to begin with, and this was not good for it. I couldn't use it for more than a few days without feeling icky and switching back to my regular shampoo.

Art Stone -- No idea what **sexy hair** is, but it sounds like something I should have. I did like the packaging and the product. I liked the texture and smell and thought it worked well. This was my favorite.

5/14/07 NOBRNC (No Page)

#### REDKEN SCALP RELIEF DANDRUFF CONTROL

Shampoo, 10.1 ounces, \$10.50; conditioner, 8.5 ounces, \$13.95.

What it is -- Shampoo and conditioner. Combats symptoms of dandruff while at the same time detangling and moisturizing. Available at salons and Ulta.

Jean Bailey -- Since I don't suffer from dandruff, I asked my friend, Carlos, who does, to try it. He was highly impressed! Carlos reported that the shampoo gave his scalp a nice cool sensation. It also gave his hair great sheen and manageability. He thanked me twice in one week for letting him try it.

Cary Edgar -- Not having dandruff myself, I asked a good friend to test this out for me. She gave a solid report back saying, "Although the scent was much stronger and more medicinal than I would be interested in on a regular basis, there was a marked improvement in the condition of my scalp (and dandruff) after only four days."

Irina Ewen -- This one is difficult to comment on. It's a little much to admit to dandruff too. Neither I, nor anyone in my household has dandruff, so I can't speak to the efficacy of the product. I do like the packaging because it has a minimalist cool, not medicinal, vibe. Redken has made dandruff control a bit more palatable and less embarrassing. In other words, it doesn't scream "dry scalp! dandruff! white flakes! Ever wonder why I don't wear black?!" to anyone who is peeking into your shower (you know who you are).

Susannah Skiver -- Ugh! Like many dandruff shampoos, this smelled awful! It made my hair feel really smooth and too-fine (my hair is already "like silk threads" according to my hairdresser). I have no dandruff problems anyway, but at least it didn't make my hair feel more oily.

Art Stone -- I tried this a week before wearing a tux. Dandruff often shows up on black jackets. It worked well. Not much else to say, as this seemed like it was being presented as a medical or scientific product.

#### SUNSILK (ANTI POOF OR KINKS AND WAVES SMOOTHER) SHAMPOO AND CONDITIONER

Available at drugstores. 12 ounces, \$4.49

What it is -- The "anti poof" products have jojoba oil designed to hydrate, heal and seal the hair fibers and prevent hair from expanding. The "straightening" products are designed to soften stubborn kinks or unwanted waves with elastyn-E.

Jean Bailey -- This shampoo says it makes your hair straighter if it is wavy or kinky. It did relax some of the wave in my hair. It seem to make the blow drying job a little easier and left my hair silkier ... lots of sheen.

Cary Edgar -- This was brilliant! Like Yes To Carrots, I was surprised with this one. Letting my hair air-dry eluded me prior to using this. The best test I gave it was one Saturday morning when I washed my hair and left the house while

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it was still wet to watch my husband's soccer game. I let it dry naturally while cheering from the sidelines and by the final whistle, my hair was bouncy, but tame, even and gorgeous. This is great for a busy schedule.

Ilina Ewen -- No more stubborn kinks or unwanted waves?! Bring it on! I've been coveting the straight, silky mane that Reese Witherspoon has been sporting post-Ryan. What a disappointment. I wish I had taken photos of my hair on Sunsilk and my hair on any other shampoo. Here's what you would see: exactly the same thing. I have naturally curly, sometimes frizzy, hair. I used the whole regimen: shampoo, conditioner, product, to no avail. Even after blow drying, my hair was wavy, kinky, and still a bit frizzy. Sometimes the crown of my head was straighter than normal, making the curls at the ends look all the more ridiculous. I ended up with a braid or a ponytail everyday I used Sunsilk.

Susannah Skiver -- My hair is straight as a rail; I have zero problems with poofiness or kinks, so I gave this to my friend Amanda to test. Her words: "It helped somewhat with the poof, but not more than any other anti-poof product I've used. It also made my hair unusually flat at the top, and it kind of felt product-y in general."

Art Stone -- I am not sure what poof is, but my gut reaction is that I would be pro-poof, not against it. In any case, I tried it and found it unremarkable. I have nothing bad to say about it, but nothing particularly good.

Meet the beauty panel

JEAN BAILEY -- 59, Raleigh, airline sales agent

CARY EDGAR -- 27, Raleigh, communications director

ILINA EWEN -- 38, Raleigh, consultant and mother

SUSANNAH SKIVER -- 20, Chapel Hill, student at UNC

ART STONE -- 44, Raleigh, state employee

Got news or a tip for Stylin'? Let Samantha Smith know at 829-4563 or [samantha.smith@newsobserver.com](mailto:samantha.smith@newsobserver.com).

#### ---- INDEX REFERENCES ----

COMPANY: CLOROX CO (THE)

INDUSTRY: (Retail (1RE82); Pharmacy (1PH23); Healthcare (1HE06); Chain Stores (1CH45); Consumer Products & Services (1CO62); Healthcare Services (1HE13); Hair Care (1HA77); Personal Care & Beauty Aids (1PE87); Drugstores (1DR73); Cosmetics & Fragrances (1CO83))

Language: EN

OTHER INDEXING: (CARROTS; CARY; CLOROX; ILINA; JEAN; STYLIN; SUNSILK; SUSANNAH;

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UNC) (Along; Art Stone; Carlos; CARROTS PAMPERING CARROT JUICE SHAMPOO  
PAMPERING HAIR MUD; Cary Edgar; Charles Worthington; Combats; HEALTHY SEXY HAIR  
SOY MILK; Ilina Ewen; Jean Bailey; Meet; Redken; REDKEN SCALP RELIEF DANDRUFF;  
Samantha Smith; Susannah Skiver; WAVES SMOOTHER) SHAMPOO; Witherspoon)

Word Count: 2377

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Citation  
4/20/07 WWD 11

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Database  
ALLNEWS

4/20/07 WWD 11  
2007 WLNR 8309004

Women's Wear Daily

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April 20, 2007

SNIPPETS: SANJAYA, HAIR GOD...POPPING UP...AVEENO GARDENS.  
Sanjaya Malakar

SANJAYA, HAIR GOD: Judging from the whirlwind that surrounded the vocal abilities, or lack thereof, of the latest castoff of "American Idol," it's doubtful Sanjaya Malakar will have a future filled with music deals. But in today's world of celebrity spokespeople, the hair-savvy lad may be solicited by hair companies seeking a celeb face: Malakar's various coifs and hair color shades were, for many viewers, the most anticipated aspects of his performances. If Malakar does sign a deal, he'll be the second "Idol" contestant to partner with a hair care company. In January, **Sexy Hair** Concepts teamed with "Idol" star Katharine McPhee to create Strong **Sexy Hair**, a line of hair care and styling products. Malakar acknowledged the hubbub over his hair on Wednesday during his final performance, when during his rendition of "Something to Talk About" he changed the words in the final part of the chorus to "Other than hair, hair, hair" instead of "How about love, love, love?"

POPPING UP: As the official hair care sponsor of Bravo's hairstyling competition series "Shear Genius," Nexxus teamed with Allure to create the Nexxus Shear Genius Pop Up salon. With temporary salons in two major markets including Minneapolis and New York, customers could stop by the spaces and have their hair styled for free by celebrity stylist Roy Teeluck, who is a guest judge on an episode of the show. At the Time Warner Center's salon in New York Thursday, the winner of the Nexxus Challenge episode, Anthony Morrison, was on site to talk about challenges and hair tips. As part of the initiative, Nexxus has also provided in-store signage to salons nationwide.

AVEENO GARDENS: Aveeno is restoring 12 community gardens across the country to celebrate Earth Day on Sunday. The Aveeno Inspires: Active Gardens program will take place in cities such as New Brunswick, N.J., Dallas, Portland, Ore., and Atlanta. The program kicked off today in the Dias y Flores community garden located in Manhattan's Lower East Side. The company's dedication to preserving community gardens was demonstrated last year with the refurbishment of the Daly Avenue Community Garden in the Bronx. The program will expand with Aveeno Inspires: Beautiful Parks this summer, as the company works with the American Park Network to revitalize San Francisco's Golden Gate Park and Philadelphia's Fairmont Park.

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SPA WEEK: Spa Week continues to grow with more than 100 spas in 22 markets joining, including Detroit, Portland, Ore., Denver and Baltimore. Among the more than 400 participants, recent additions include medical spas and men's spas. Chicago men's spa Halo is offering a back, chest, neck and eyebrow waxing, hand and foot grooming, facials and haircuts. New medical spas include Murad Medical Spa, Salon Mario Russo, Platinum Skin Care & Med Spa and Spa Julianna. Spa Week started on Monday and runs through Sunday.

MASKING COLOR: Barex Italiana is expanding its Colour Treated Hair collection with ColourLife Masque, a hair mask designed to act as a color shield with a thermo-active complex that locks in color. The heat-activated treatment is filled with antioxidants and UV filters to keep hair hydrated, while giving it an overall shine. Ingredients such as sunflower derivatives and vitamin E help condition hair follicles. Launching in June, the mask will retail for \$28.

----- INDEX REFERENCES -----

COMPANY: NEXXUS PRODUCTS; ALLURE COSMETICS LTD

NEWS SUBJECT: (Business Management (1BU42); Contracts & Orders (1CO29); Sales & Marketing (1MA51))

REGION: (USA (1US73); Americas (1AM92); North America (1NO39); New York (1NE72); Oregon (1OR01))

Language: EN

OTHER INDEXING: (Malakar, Sanjaya) (AMERICAN IDOL; AMERICAN PARK NETWORK; AVEENO INSPIRES; AVEENO INSPIRES: ACTIVE GARDENS; DALY AVENUE COMMUNITY GARDEN; IDOL; MURAD MEDICAL SPA; NEXXUS; NEXXUS CHALLENGE; NEXXUS SHEAR GENIUS POP; SALON MARIO RUSSO PLATINUM SKIN CARE MED SPA; SANJAYA; SEXY HAIR CONCEPTS; SPA JULIANNA; SPA WEEK; TIME WARNER CENTER; UV) (Anthony Morrison; Colour Treated Hair; ColourLife Masque; Ingredients; Katharine McPhee; Launching; Malakar; Roy Teeluck; Sanjaya Malakar; Shear Genius; Strong Sexy Hair) (All company; All market information; Joint venture; Marketing campaign; Trends) (North America (NOAX); United States (USA))

COMPANY TERMS: ALLURE COSMETICS LTD; NEXXUS PRODUCTS CO

PRODUCT: Perfume, cosmetics and other toilet preps; Physical fitness facilities284400; 799100

Word Count: 668

4/20/07 WWD 11

END OF DOCUMENT

Citation  
3/22/07 MIAMIHD 2

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Database  
ALLNEWS

3/22/07 Miami Herald 2  
2007 WLNR 5395693

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**March 22, 2007**

Section: AV

Neighborhood News / A Roundup of News From Around Northeast Miami-Dade

AVENTURA

MOVIE NIGHT SATURDAY

AT RECREATION CENTER

"Drive In" Movie Night will begin at 4:30 p.m. Saturday at the Aventura Community Recreation Center, 3375 NE 188th St.

Before the movie, G-rated Cars starts at 6 p.m., and families can take part in races and other activities. Refreshments will be sold.

Parking is available at the Harbour Centre, 18851 NE 29th Ave., with shuttle service from the parking lot to the recreation center.

People with disabilities who need assistance may call the Community Services Department, 305-466-3883, at least 48 hours in advance.

For more information, call 305-466-8951 or visit

[www.cityofaventura.com](http://www.cityofaventura.com).

AVENTURA

PROM FASHION SHOW

MARCH 31 AT MALL

JC Penney, Seventeen magazine and **Sexy Hair** Concepts is sponsoring the "Rock your Prom" fashion show from 1 to 3 p.m. March 31 at the JC Penney Store in Aventura Mall.

A model search will be 4 to 6 p.m. March 29 for the fashion show. Representatives will be looking for girls and guys aged 13-21. Those selected will model prom fashions from JC Penney. JC Penney salon stylists will give free makeovers to

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3/22/07 MIAMIHD 2

participants, using **Sexy Hair** products.

For information, call 305-953-1110.

SUNNY ISLES BEACH

DEMOCRATIC CLUB

ELECTS OFFICERS

The Sunny Isles Beach Democratic Club held an election Feb. 2 at Denny's in Sunny Isles Beach. At the meeting, the positions of president, vice president, treasurer and secretary, as well as the board members, were voted on by more than 100 of the 173 members.

Bob Welsh replaced Arnold Klein as president. Tony LoCastro replaced Herb Abramson as vice president. The position of treasurer and secretary went to returning officers Joseph Masters and Robert Paget, respectively.

Board members are Irvin Turetsky, Commissioner Gerry Goodman, Marty Eisen, Joe Geller, Harvey Busch, Elena Koval, Commissioner Lewis Thaler, Charles Wachsberg, Herb Abramson, Arnold Klein, Barbara Deutchman, Joyce Scott, Jerry Schwartz and Ira Kukafka.

SUNNY ISLES BEACH

NEW CLASS STARTS

IN SELF-DEFENSE

Learn the fundamentals of self-defense at a class at Fighting Instruction Self-Defense Training, Martial Arts Academy. The class, Fight 2 B Fit, is open to teenagers and adults. It costs about \$89 per month and meets 7 p.m. Tuesdays and Thursdays and 10 a.m. Sundays at Martial Arts Academy, 17070 Collins Ave. Registration is ongoing. For more information call 305-405-2001.

MIAMI-DADE

CHESS CHAMPIONSHIP

EXPECTED TO DRAW 1,500

About 1,500 students are expected to compete Saturday and Sunday in the 2007 Florida Scholastic Chess Championship (SuperState IV) at the Sheraton Mart Hotel, 711 NW 72nd Ave.

State champions will be determined in 11 divisions from kindergarten to 12th-grade in six rounds of tournament play. About 800 of the participants will be from Miami-Dade County.

The opening ceremonies will be at 8:30 a.m. Saturday. For information, call Andy

3/22/07 MIAMIHD 2

Ramos at 305-995-1924.

---- INDEX REFERENCES ----

COMPANY: JC PENNEY CO INC

INDUSTRY: (Entertainment (1EN08); Sports (1SP75))

REGION: (USA (1US73); Americas (1AM92); Florida (1FL79); North America (1NO39))

Language: EN

OTHER INDEXING: (SUNNY ISLES BEACH; Sunny Isles Beach; Bob Welsh; Arnold Klein; Tony LoCastro; Herb Abramson; Joseph Masters; Robert Paget; Gerry Goodman; Marty Eisen; Joe Geller; Harvey Busch; Elena Koval; Lewis Thaler; Herb Abramson; Arnold Klein; Joyce Scott; Jerry Schwartz; SUNNY ISLES BEACH; Andy Ramos) (AVENTURA; AVENTURA COMMUNITY RECREATION CENTER; COMMUNITY SERVICES DEPARTMENT; DEMOCRATIC CLUB; FLORIDA SCHOLASTIC CHESS CHAMPIONSHIP (SUPERSTATE; HARBOUR CENTRE; JC PENNEY; MARTIAL ARTS ACADEMY; NE; NE 188TH ST; PROM; RECREATION CENTER; SHERATON MART HOTEL; SUNNY ISLES BEACH DEMOCRATIC CLUB) (Andy Ramos; Arnold Klein; Bob Welsh; Charles Wachsberg; Elena Koval; Gerry Goodman; Harvey Busch; Herb Abramson; Ira Kukafka; Irvin Turetsky; Jerry Schwartz; Joe Geller; Joseph Masters; Joyce Scott; Klein; Learn; Lewis Thaler; Marty Eisen; Neighborhood News; Refreshments; Registration; Representatives; Robert Paget; Sexy Hair; Sexy Hair Concepts; State; Sundays; Thursdays; Tony LoCastro; Tuesdays) (Sheraton Mart Hotel; us; usa; na; us.fl; us.fl.miami)

KEYWORDS: (XC/NASDAQ-OTCBB); (XC/NASDAQ-SMALL); (XC/NYSE); (NT/NEC)

TICKER SYMBOL: NASDAQ-OTCBB:AVNT; NYSE:JCP; NASDAQ-SMALL:DENN

EDITION: ZN13

Word Count: 571

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END OF DOCUMENT

Citation  
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Women's Wear Daily

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January 19, 2007

'IDOL' ADDS STRENGTH TO SEXY HAIR.

Sexy Hair Concepts sign contract with Katharine McPhee of American Idol fame

Byline: Michelle Edgar

**Sexy Hair** Concepts teamed up with "American Idol" star Katharine McPhee to create Strong **Sexy Hair**, a line of hair care and styling products designed to strengthen hair and protect it from damage.

Being launched next month in more than 50,000 salons, the five-item collection comprises Strengthening Shampoo, Strengthening Conditioner, Strengthening and Revitalizing Treatment, Plaster Strong Holding Shaping Balm and Strong Hold Hairspray.

"Today, there's a higher percentage of people coloring, bleaching and tinting their hair, so you need something stronger when maintaining your hair's condition," said Michael O'Rourke, founder of **Sexy Hair**, who added that Strong **Sexy Hair** is the company's first line designed to strengthen hair for all ethnicities, ages and hair-types.

According to industry sources, **Sexy Hair** Concepts will generate \$200 million in retail sales by year's end, and bring in between \$3 million and \$5 million in first-year retail sales.

O'Rourke wanted to find something that could repair the hair instantly and looked to McPhee's thick and wavy hair for inspiration.

"Since she has to have her hair done every day, I wanted something that would have immediate results in repairing the hair," said O'Rourke, who added he once had to redo McPhee's hair 14 times in one day.

As for McPhee, keeping her hair moisturized was essential.

"Since I'm always getting my hair done, my hair is really dried out. I've been looking for products that would make my hair feel really strong," said McPhee. "Strong **Sexy Hair** is great for women who are really busy and don't have time to get their hair cut all the time since it makes your hair feel thick and healthy."

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Strong **Sexy Hair** contains the proprietary ingredient Tritanium Complex, designed to improve the condition of damaged, weak or fine hair by penetrating the cortex and moisturizing hair from within while also providing a protective seal that reinforces the hair's cuticle.

"This complex helps repair and condition the hair through the everyday stresses we put it through," said O'Rourke. "There's a huge percentage of women out there who have weak hair."

McPhee was involved in testing product formulas and selecting packaging. She chose "floral" scents for each fragrance, giving each its own combination of passion fruit, jasmine, guava, apple and raspberry.

"I was told that I have the most expensive taste," said McPhee. "During the fragrance trials, I would always choose really rich things."

As part of her two-year contract as spokeswoman, which ends next year, McPhee will continue to appear in company ads and promotional materials such as salon collaterals, displays and brochures. Strong **Sexy Hair** will be supported by an online and print advertising campaign that breaks next month in two-sided inserts in Allure, Cosmopolitan, Teen Vogue and trade publications.

Donna Federici, **Sexy Hair's** senior vice president of sales and marketing, said the company was distributing half a million samples in CD cases that will be available in national chain salons, trade shows and fan clubs. The company is in discussions to do other promotional tie-ins with the release of McPhee's first CD on Jan. 30. Company executives are negotiating to extend her contract to future projects.

Strong **Sexy Hair** is available in 25 markets, and the company plans to expand into South America and Asia, hoping to increase business 25 percent by the end of this year.

McPhee is still unsure whether she'll go on tour to promote her new CD. "I'd like to go on tour, but we still have to wait and see what happens with the record," she said.

Caption(s): Katharine McPhee

----- INDEX REFERENCES -----

NEWS SUBJECT: (Business Management (1BU42); Contracts & Orders (1CO29); Sales & Marketing (1MA51))

INDUSTRY: (Advertising (1AD82); Advertising & Public Relations (1AD83); Advertising & Public Relations Contracts & Awards (1AD10); Consumer Products & Services (1CO62); Personal Care & Beauty Aids (1PE87); Advertising Campaigns (1AD39))

Language: EN

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OTHER INDEXING: (McPhee, Katharine) (CAPTION(S): KATHARINE MCPHEE; CD; IDOL; KATHARINE MCPHEE; MCPHEE; PLASTER STRONG HOLDING SHAPING BALM) (Donna Federici; Hair Concepts; Michael O'Rourke; O'Rourke; Revitalizing Treatment; Sexy; Sexy Hair; Sexy Hair Concepts; Strengthening Conditioner; Strengthening Shampoo; Strong; Teen Vogue; Tritanium Complex) (All company; Orders)

COMPANY TERMS: SEXY HAIR CONCEPTS

PRODUCT: Perfume, cosmetics and other toilet preps284400

Word Count: 727

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1/5/07 NBC News: Today (Pg. Unavail. Online)  
2007 WLNR 221904

NBC TODAY SHOW

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January 5, 2007

Leads: NBC's Today show, 8:30 AM

Time: 7:00-10:00 AM

(Clip from "Grease")

MATT LAUER, co-host:

Eight-thirty now on a Friday morning. It's the fifth day of January 2007. That is the classic finale to the film "Grease," and now guess what. "Grease" will be coming back to Broadway, and you could be one of the stars. That's right, just like some of the greasers we have around here, you can audition to play Sandy or Danny in the new stage production. Billy Bush is going to be around to talk about the new NBC reality show, "You're the One That I Want," which sounds like an awful lot of fun. And that's coming up in just a couple of minutes.

Meanwhile, out on the plaza, I am Matt Lauer along with Meredith Vieira, Al Roker and Natalie Morales. And what's coming up?

MEREDITH VIEIRA, co-host:

We are going to talk about anti-aging and vitamins. Believe it or not, \$6 billion spent on anti-aging products last year alone. I probably purchased one billion of them. Many of those products have the power of vitamins and minerals and other nutrients to give skin a more radiant, healthful glow. But do they really work? We're going to find out.

LAUER: All right.

NATALIE MORALES, anchor:

Also coming up, a very special concert for Matt on his 10 years, by one of your favorite artists. John Ondrasik of Five for Fighting is here, and he is so great.

LAUER: I played that CD to death when I first got it. I love his music, I really do.

AL ROKER reporting:

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And one of the--speaking of artists, one of the artists who's come on this show a number of times, and talked about various issues, of course, Mr. Robin Williams. And we have a little take on that right now.

(Beginning of clip)

LAUER: Robin Williams, good morning.

Mr. ROBIN WILLIAMS: Mr. Lauer, thank you. It's just so good to be here, and I'm loving your new hair.

LAUER: Yeah.

Mr. WILLIAMS: I just want to say, I want to thank the Dunlop people for doing that. Whoo! You're looking good, brother.

LAUER: You know, when I got it cut, I thought, 'Sometime down the line, I'm going to have to interview him, and it's not going to be pretty.'

Mr. WILLIAMS: Yeah, it's like he's here going 'Whoo.'

LAUER: I know. I was going to do--I was going to do plugs yesterday, to get it back.

Mr. WILLIAMS: Yeah. 'Hi, I'm Sly Sperling. I'm halfway through the treatment; no one notices.'

(End of clip)

ROKER: Now of course...

LAUER: That was a lot of fun.

ROKER: Yeah. We've had a lot of fun with you here over the years, and so I just wanted to present you with this memorial can of Big **Sexy hair** spray.

LAUER: Oh, thank you, yeah.

ROKER: And this used to be your comb.

LAUER: No, this used to be your comb.

ROKER: And now this is your comb. In fact, let's take a look, we have the 1996 version.

VIEIRA: Oh, there you go.

LAUER: Oh, gosh.

ROKER: Oh, there you go. And now. And I think now looks better, I really do.

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VIEIRA: You look better, absolutely.

MORALES: Yeah.

VIEIRA: You look better.

LAUER: After 10 years, I don't need the big comb any more, and now I use the little one for the hair that's growing out of my ear. That's always fun.

ROKER: Isn't it amazing?

VIEIRA: I had a woman--I had a woman in the crowd pull me over in the last break and said, 'You are so lucky to be sitting next to that hunka hunka man.'

LAUER: Oh, yeah.

ROKER: Yeah.

LAUER: That's my wife over there.

ROKER: I was going to say, it was Annette.

LAUER: Yeah. All right.

----- INDEX REFERENCES -----

COMPANY: NBC UNIVERSAL INC; NATIONAL BROADCASTING COMMISSION; NATIONAL BANK OF COMMERCE (UGANDA) LTD

Language: EN

OTHER INDEXING: (CD; LAUER; LAUER: YEAH; NBC; ROBIN; ROBIN WILLIAMS; ROKER; ROKER: YEAH; WILLIAMS; WILLIAMS: YEAH) (Al Roker; Annette; Billy Bush; Clip; John Ondrasik; Lauer; Mr.; Natalie Morales; Sly Sperling)

Word Count: 663

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2006 WLNR 22690067

Household & Personal Products Industry  
Copyright 2006 Rodman Publications, Inc.

December 1, 2006

Volume 43; Issue 12

Hair's the thing: sales achieve modest growth while consumers request more specialized formulas targeted to their hair type.

Elkins, Lindsay

For those who follow hair care sales, it's like watching paint dry, or maybe hair grow. According to Euromonitor International, the category only grew 2% in 2005. Although not a significant percentage, any growth period is notable for a category as large and mature as hair care. Last year's gains pushed total hair care category sales to nearly \$10 billion. While sales of every hair care subsegment grew in 2005, shampoo, conditioner and styling agents are slated to be the top performing categories in terms of growth, according to Euromonitor, largely from performances from brands that compete within these product arenas.

Sales of all five of the leading mass hair care brands--Dove, Pantene, Garnier Fructis, Suave and Herbal Essences--all rose due to new product introductions. Procter and Gamble's Pantene Pro-V brand launched its Ice Shine collection this year, which aims to give consumers twice the shine in just one use. The science behind Ice Shine shampoo's clear formula is that it gently cleans to remove dirt, oil, sebum and styling products, increasing the purity of the hair's surface, thus better allowing light to penetrate the clear cuticle to the inner cortex of each strand.

Ice Shine conditioner contains high levels of silicones to smooth the hair's surface--almost polishing it, and helps create the appearance of uniform strands, so hair fibers more effectively lie next to each other and create a smooth, glossy surface.

P&G's Head and Shoulders introduced its Intensive Solutions antidandruff shampoo, which is available in four targeted formulas. Each is designed to treat itching, flaking, dryness, irritation and redness in a 2% pyrithione zinc formula. Conditioner technology also helps protect hair against damage.

One Size Doesn't Fit All

Almost every hair care industry expert Happi spoke with cited a big trend toward developing specialized shampoos and conditioners, targeted to specific hair

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12/1/06 HHPERSPI 74

types to address every hair need--from fine to frizzy. After its international success with its Sunsilk brand, Unilever finally launched the line in the U.S. in June. Unilever touts Sunsilk as a serious problem-solving hair care brand that doesn't take itself too seriously. With catchy product names, commercials and opinions from style experts at the gethairapy website, Sunsilk aims to jazz up drugstore shelves.

Women are able to choose from eight customized collections--shampoos, conditioners and 24/7 cremes--specially formulated to resolve the most common hair problems. And with two of the eight collections specially designed for Hispanic hair, Sunsilk is the first major U.S. brand to include Hispanic-specific formulas at launch. The eight formulas include: Anti-Flat for volume, Hydra TLC for softness, De-Frizz to tame frizziness, Anti-Poof for control, Straighten Up for straight, smooth hair, No Major Issues for normal hair and the two Hispanic-specific formulas: Anti-Esponja for soft, manageable hair that doesn't expand and Anti-Caida for healthy hair that resists breakage.

"We've talked to more than 10,000 women across the country over a three-year period, so we understand women and their hair better than anyone," said Esther Lem, vice president, North American hair care for Unilever. "When it comes to looking good, women don't want plastic, perfect beauty. Above all, they don't want their hair to be a source of drama in their lives. They just want to know that the stuff in the bottle works for their hair problem--and that's exactly what Sunsilk delivers."

L'Oreal's Vive Pro takes the specialization model to the extreme with four formulas--Color Vive, Style and Body Infusing, Smooth Intense and Vive Pro for Men--not only targeted to specific hair concerns, but also further broken down into hair type. For example in the Color Vive line there are three formulas for color treated hair: one for color treated hair that's regular, a formula for highlighted hair and one for color treated hair that's dry and damaged, with each containing UV filters and antioxidants to keep color vibrant and hair healthy. The Style and Body Infusing formula features dual-action technology and styling polymers to create style control and prevent style fall-out for fine hair that needs volume, normal hair that needs body and curly and wavy hair that needs control. Smooth Intense with Nutrileum helps lock moisture in and keep humidity out and comes in formulas for frizzy hair that's fine, medium or thick. Vive Pro for Men is available in a 2-in-1 and daily thickening shampoo for fine or thinning hair, an antidandruff shampoo and 2-in-1 for all hair types and a style infusing shampoo and conditioner for hair that's normal and fine.

ISO, a brand that was specially designed for consumers with chemically processed hair, introduced four different regimens of shampoo and a conditioner for specific hair types. Bouncy Cleanse and Condition defines and moisturizes curls, defrizzes, and creates body without affecting color with guar gum, which smoothes hair and an exclusive blend of bounce-back proteins to promote curl and impart long-lasting body and shine. For dry, frizzy hair, ISO developed the Tamer Cleanse and Condition routine, formulated with ISO's patented ISOamine and guar gum ingredients, to transform coarse, frizzy or curly hair into smooth, manageable styles. Color Preserve Cleanse and Condition contains an advanced formulation of sunscreens, antioxidants and Solar-Seal 3, a unique sun-activated

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polymer that maintains color and prevents fading, allowing color to remain vibrant and lively. Hydra Cleanse and Condition repairs and smoothes the cuticle without adding extra weight.

"Clients are asking for problem-solving products that enhance their curls, reduce their frizz, thicken, moisturize their dry hair and protect their color, just to name a few," said Cyndi Dart, marketing manager for ISO.

#### Baby It's Cold Outside

With the cold weather here in the U.S., consumers often look to change their hair care regimen to keep their hair soft, smooth and frizz free during the winter months.

Joico's solution to winter hair woes is Moisture Recovery, a hair care regimen designed to quench dry hair, be it from the environment, chemical processes or plain old genetics. The entire Moisture Recovery collection features Joico's Hydramine Sea Complex, a blend of algae, sea kelp and marine-derived amino acids and minerals that attracts and retains moisture in the hair, to restore dry hair's hydrolipidic barrier.

"What makes Moisture Recovery unique is that it offers both an immediate and long-term solution to hair dryness," explained Damien Carney, Joico's international artistic director.

In addition to Hydramine Sea Complex, each product in the Moisture Recovery regimen--comprised of shampoo, conditioner, treatment balm and treatment lotion--contains a blend moisturizing natural oils and butters including murumuru butter, jojoba off and shea butter.

Mizani, which specializes in providing beauty solutions for women with excessively curly textures and women with sensitized hair, knows the cold winter air, combined with dry indoor heating, equals a recipe for dry, unruly curls. That's why the company recommends a four-product solution to protect hair from the elements, be they inside or out.

"Excessively curly hair is naturally drier than straighter textures, and hair can lose even more moisture during the dry winter months, especially with no humidity in the air," explained Taydra Mitchell-Jackson, vice president of marketing for Mizani.

Botanifying Conditioning shampoo cleanses, nourishes and soothes the hair and scalp while restoring natural moisture balance via a blend of panthenol to repair damage caused by chemical treatments, polyquaternium-7 to strengthen strands and protect against split ends and breakage and lubricating emollients to hydrate the hair.

Moisturefuse conditioner deeply moisturizes the hair and scalp, revitalizes the hair and adds shine if used after a relaxer with a blend of conditioners, natural oils and botanicals that includes polyquaternium-37 to moisturize and correct breakage and hydrolyzed wheat protein to add body and leave hair smooth.

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For a dose of extra moisture, H2O Intense Night-Time treatment is a dermatologist-tested mix of patented ceramide technology to strengthen the hair and a blend of natural ingredients including shea butter, a vitamin A derivative, vitamin E, and pro vitamin B5 to deeply nourish it.

Moisturizing Silkening liquid-gel is a styler and treatment in one with glycerine to add moisture, polyquaternim to protect against heat styling.

And, according to Ms. Mitchell-Jackson, consumers want their shampoo to cleanse and moisturize effectively, but without leaving a heavy residue behind. "When it comes to shampoo and conditioner, customers are looking for cleansing and moisturization without heaviness. They want to know their hair is protected without a lot of coating and residue left on the hair."

#### Ahead of the Curl

Sometimes, curly hair can have a life of its own, which is why Mahisha Dellinger founded Curls, a line of hair care products that caters to women with naturally curly hair, developed two new products to address the unique needs of multi ethnic women with curly hair.

Curlicious Curls cleansing cream is a rich and creamy sulfate-free cleanser that gently cleanses, hydrates and conditions the hair in just one step. It's infused with carrot seed oil, horse chestnut, sage leaf and arnica montana flower extract.

"The reason we decided to launch Curlicious Curls cleansing cream is because we realized there was a huge market that prefers sulfate-free cleansers," said Ms. Dellinger. "It's thick, rich and creamy and cleanses without stripping away moisture."

And since curly hair also tends to be dry, frizzy and unruly, Curls created Curl Ecstasy Asian Hair Tea conditioner to transform dry, damaged, chemically processed or overly stressed hair within minutes. It's a deep treatment that can be used once a week or once a month, depending on hair type and the severity of damage, that combines exotic extracts and vitamin-packed botanicals with natural emollients to moisturize, condition, strengthen and protect over-worked curls.

"We know a lot of women who have dry, frizzy, color-treated hair," pointed out Ms. Dellinger. "There was a need for a conditioner that will help replenish, soften and hydrate and we wanted to provide a deep treatment as well."

Aveda will launch Be Curly, a hair care ritual developed to enhance, intensify and define curls while reducing frizz, in February. Each product in the four-step system utilizes Aveda's plant technology and can be used on natural or permed, wavy and curly hair.

Be Curly curl enhancing shampoo contains mandarin, tangerine, organic aloe and wheat protein, among other ingredients to prep hair for smooth, frizz free curls. The combination of hydrolyzed wheat protein and organic aloe expands when hair is wet and contracts when hair is dry to enhance and intensify curl. The Be

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Curly curl enhancing conditioner utilizes the same wheat protein and aloe technology plus organic sunflower oil to moisturize and add shine.

### Color Me Sexy

With sales of colorants expected to grow 9% during the 2005-2010 Euromonitor forecast period, it's clear that going au natural--in terms of hair color that is--is increasingly less of an option for most consumers. With more consumers coloring their hair, the market for color preserving and enhancing shampoos and conditioners will grow.

**Sexy Hair** Concepts' newest line of shampoos, Color Me Sexy, launched in February, is a collection of color shampoos designed to enhance color, balance shade and gently deposit color during cleansing. Seven shades--each tailored to specific hair colors--are available.

Violet Mood neutralizes warm tones in blonde, light brown or gray hair; Honey Pot enhances golden tones in blonde hair; Fabulous Red enhances cool red tones in dark red hair; Chocolate Kiss neutralizes red or brassy tones in dark brown hair; Copper Penny is for red-golden tones in strawberry blonde and butterscotch hair; Creme Caramel neutralizes copper and orange tones in light brown hair and Autumn Harvest enhances natural tones in light blonde hair.

Davines, a hair care brand found in high-end professional salons, launched its Alchemic line of shampoos and conditioners in September. Each promises to reawaken, intensify and protect that first day color whether natural or chemically treated. Six shades are available: Red, Golden, Copper, Silver, Chocolate and Tobacco and each shampoo boosts shine and locks in color with a concoction of milk proteins, vegetable extracts, vitamins A and B and UV filters. The conditioners hydrate with a blend of vitamin E, maintain color with pigment enhancers and deep condition with hydrolyzed milk proteins.

"Alchemic meets the needs of the informed consumers looking for a color support line of shampoos and conditioners that perform as beautifully as they look," explained Jorge Blanco, brand manager, North America for Davines.

### Conserving Color

Since the coloring process often leaves hair dry, weak and brittle, it's important for color treated shampoos and conditioners to not only help preserve color, but also strengthen and protect hair's health.

Aveda debuted its Color Conserve Strengthening treatment in October as an intensive treatment that simultaneously illuminates and protects color while strengthening hair from the inside out. Sunflower and macadamia nut oils help seal the hair cuticle to lock in color and deliver reflective shine while natural protectors keep color from fading and antioxidants neutralize free radicals.

PureOlogy has built its brand around protecting color treated hair and recently introduced two new treatment products aimed to keep colored hair healthy and



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looking lively.

Instant Repair leave-in condition is a weightless leave-in conditioner that strengthens, detangles, revitalizes and adds shine. PureOlogy's nanotechnology repairs and conditions while providing thermal and color protection, the anti-age complex rejuvenates, smoothes and increases strength up to three times while the anti fade complex contains antioxidants and UVA/UVB sunscreens to extend the life and vibrancy of color. Cationic polymers also attach to damaged spots and deliver a positive charge to instantly repair.

HydraCure is an intensive moisture therapy mask with shea, jojoba, mango and avocado butters to replenish and hydrate dry, damaged hair. HydraCure also contains PureOlogy's nano technology complex, anti-age and antifade complex in addition to certified organic botanicals of mushrooms.

According to Jim Markham, founder and chief executive officer of PureOlogy, new technology is on the rise in the hair care market. "I believe you are going to see a lot of new technology that is very specialized."

#### Keeping it Natural

As consumers become more aware of ingredients, natural products are taking the personal care industry by storm--and the hair care segment is no exception.

"Savvy consumers not only want natural ingredients, but ones that offer real, functional benefits to hair," noted Dr. Tony Gough, head of global research and development for hair care at COSI. "Products made with fair-trade ingredients, organic products, and those whose ingredients have not been tested on animals will increase in demand, as will the need for products with a good carbon neutral rating as global warming issues continue to make the headlines."

Consumers often have the mindset that they need to sacrifice performance for natural ingredients, but Jason Natural Products dispelled this myth with the October launch of the Natural Salon hair care line, a full range of shampoos and conditioners targeted to specific hair types, in addition to treatment and styling products.

The Kiwi & Apricot Volumizing system pumps up the volume of fine, thin hair with kiwi and apricot extracts to condition without weighing hair down. Jojoba oil coats the hair to protect it from heat styling and plant-derived hair volumizers naturally add bounce and lift for thicker, healthier looking hair.

Rosewater & Chamomile Normalizing system brings hair and scalp back to a naturally healthy state with the power of Rosewater to tone and balance the scalp's pH. Lavender and chamomile help soothe while relieving a dry, itchy scalp. Plumeria & Sea Kelp hair moisturizing system treats hair with an intense dose of moisture to fortify the hair while reducing frizz and treating split ends.

Mint & Rose Intense Moisture treatment is a super hydrating therapy that improves dry, damaged hair caused by chemical processing, heat styling and

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environmental stress.

"Natural shoppers have not had a range of effective, style-driven and functional products available in their natural product store, and so they have been buying these items in other non-natural outlets," explained Laura Setzfand, director of marketing for Jason Natural Products. "The natural salon hair care line from Jason delivers the products and performance both mainstream and natural shoppers demand."

Customers demand more from their shampoo and conditioner than simply cleansing and hydrating; they also want these products to offer specific benefits such as reducing frizz or protecting color, according to COSi's Dr. Gough. "John Frieda began this trend by offering frizz reduction products including shampoos and conditioners, but this prescriptive-tool of marketing products has expanded into other types of ranges, from damage prevention and repair to shine and volumizing action. The demand for prescriptive products extends to specialized shampoos for different types of hair, from fine to thick and course."

Jason's Ms. Setzfand adds that reinforcing overall hairstyle and treating specific hair problems is the biggest request from Jason's customers. "Rather than simply cleansing, they expect their shampoo/conditioner to smooth, moisturize, protect, enhance, strengthen and volumize. The Jason Natural Salon line has a product regimen to address all these needs."

Although Nature's Baby products were developed as an all-natural solution for babies' delicate hair and skin, adults get just as much of a benefit from the products according to Nature's Baby creator Adena Michelle. "There is nothing wrong with adults using our baby products because they are created to be gentle, yet luxurious." She adds that Nature's Baby shampoo and conditioner is particularly beneficial for color treated hair since "the pH level of our shampoo is not at the stripping level."

And what is Ms. Michelle's take on the push for natural ingredients in the hair care market? "People are starting to realize that the products we have been using all of our lives are starting to affect our health and safety. Estheticians are taught that an adult's body will absorb 60% of the products they use on their skin and that the products may even find their way into their blood stream."

#### Daily Ritual

Ojon is a treatment-based hair care line that utilizes a rich palm nut oil extracted from the Ojon tree, found only in Central America. "Ojon customers request natural based, gentle cleansing, color preserving, and nourishing shampoos and conditioners," said Denis Simioni, chief executive officer and founder, Ojon Corporation. "In addition to containing a variety of natural ingredients, we have also found that customers like to use specific types of shampoos and conditioners targeted to their specific hair types/needs."

Fulfilling customers' requests and needs was the basis behind the development of Ojon's four ritual categories that target specific hair types and needs.

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Ultra Hydrating shampoo and conditioner is ideal for extremely dry or unruly hair, natural or chemically treated and thin or thick hair. All-natural, plant-based cleansing agents team up with the hydrating and smoothing benefits of 100% pure Ojon palm nut oil, babassu, shea butter and sweet almond protein.

Hydrating Thickening shampoo and conditioner is weightless and repairs hair fibers as it lifts and plumps fine hair and increases hair diameter. Shine & Protect shampoo and conditioner is formulated specifically for color treated hair and protects with all natural, plant-based ingredients including an algae extract similar in molecular structure to silicone.

#### Wash and Go

With consumers' increasingly busy lives, sales of 2-in-1, treatment and multi-use products are beginning to rise. According to Euromonitor, 2-in-1 product sales are expected to increase 3% over the 2005 to 2010 forecast period.

I-C-E Hair launched triple efx, a 3-in-1 shampoo, conditioner and body wash in July for the ultimate on-the-go consumer. The formula contains Chinese white tea, chamomile and ginseng to cleanse and rejuvenate both hair and body, African shea butter to quench thirsty hair and skin and a citrus bergmont essential oil blend to wake up the senses and get consumers ready for their day.

"This is not only a product for travel and busy mornings, but for everyday use," noted Michelle Rodriguez, I-C-E marketing manager.

Last month Rene Furterer launched its reformulated Astera Soothing shampoo and the new Astera No-Rinse Soothing serum to cool and soothe itchy, irritated scalps while also providing cosmetic benefits such as easy detangling and softer hair. Soothing shampoo was reformulated with double the camphor and menthol to calm, soften and protect hair from external aggressors. The newly launched No-Rinse Soothing serum is a scalp conditioner that offers immediate relief of itching and irritation while nutrients help restore the scalp's self-protective abilities.

"Our clients are not only looking for cosmetic results, but they want to feel and see the results of their scalp and hair treatments," explained Nathaëlle Moreau, product manager, Rene Furterer, Inc. "They expect gentle shampoos and conditioners that will not irritate the scalp--based on natural ingredients--and preserve the hair's natural beauty."

Since a majority of consumers use heat styling appliances--which can damage hair--almost daily, ThermaFuse researchers decided to use heat to their advantage and developed each product with HeatSmart Complex, a technology that uses heat to improve hair's health.

"It is technologically-advanced to combat heat-damaged hair by utilizing a proprietary technology that crosslinks a substantive protein with a silicone molecule to strengthen hair and infuse shine," stated Van D. Stamey, chief executive officer, ThermaFuse. "HeatSmart Complex delivers on our company's promise to create healthier hair with heat."

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The company launched its Volume shampoo and Volume conditioner in February to kick-start flat hair with a blend of naturally volumizing proteins. The shampoo increases moisture while the conditioner thickens and infuses hair with shine.

#### A Perfect 10

According to Euromonitor, salon hair care is expected to see the greatest decline over the 2005 to 2010 forecast period, but it's not for lack of sales. More salon hair care products will be sold--but at mass-market locations, which are not included in salon hair care values.

Salon brand Paul Mitchell launched its Lemon Sage Thickening shampoo and conditioner in February to gently cleanse and condition with natural extracts of lemon, sage, peppermint and tea tree for thickness, strength and a lemony scent. Both the shampoo and conditioner thicken hair, with the latter also containing lightweight conditioners to protect, add shine and reduce static.

"We see this whole trend toward specialization and consumers looking for something just for them that is targeted to their needs and hair type," said Nina Kovner, senior vice president of marketing, Paul Mitchell.

Ms. Kovner acknowledged that the salon hair care segment has been under pressure due to the influx of salon-inspired hair care brands in mass-market retailers, she is confident that salon brands can stay afloat by leveraging salon product positioning.

Alterna aimed to make bad hair days a thing of the past for consumers with the October launch of the Ten line, which combines exotic ingredients for high performance. Products include a sulfate-free shampoo, a conditioner to replenish and a hair masque to renew and repair. The products include ingredients such as African cacao extract to protect from environmental damage and champagne grape seed oil to enhance hair growth.

"To celebrate our 10th year, Alterna has focused on its 10 greatest innovations and discoveries to the hair care industry into this product line," commented Michael Shaun Corby, global creative director for Alterna.

Nexus hopped on the naturals bandwagon with its Phyto Organics line, available at JC Penney Salons nationwide. "The products were meant to offer unique formulations of natural ingredients that refresh, restore and rejuvenate the hair," said Roy Teeluck, Nexus expert stylist.

Each product in the line is formulated with certified organic Quinoa protein--rare aromatherapy essential oils to promote mental, physical and emotional well-being, exotic botanicals from around the world and certified organic herbs, according to Mr. Teeluck.

Any growth is an achievement for such a mature category and hair care marketers know they must work overtime to sustain and increase the growth by giving consumers what they want--salon-inspired hair care products that tackle every hair care concern from flat to frizz.

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Lindsay Elkins

Associate Editor

Here are the leading shampoos \* ranked by dollar sales for the year ended Oct. 8, 2006.

Garnier Fructis	\$50,578,020	Cairol Herbal Essences
\$45,866,450 Dove		\$45,265,890 Suave
Naturals	\$41,000,000	Pantene Smooth and Sleek
\$35,246,660 Pantene Classically Clean		\$31,904,110 Pantene
Daily Moisture Renewal	\$30,295,540	Tresemme
	\$27,657,220	Pantene Sheer Volume
\$27,280,570 Pantene Color Revival		\$25,332,900 Here

are the leading conditioners \* ranked by dollar sales for the year ended Oct. 8, 2006.

Garnier Fructis	\$32,082,640	Dove
	\$29,913,470	Tresemme
	\$24,709,170	Pantene Smooth and Sleek
\$23,865,450 Infusium 23		\$22,643,650 Pantene
Pro-V	\$22,555,950	Garnier Fructis Sleek and Shine
\$22,053,130 Alberto VO5		\$21,716,840 Pantene Daily
Moisture Renewal	\$21,712,290	Sauve Naturals
		\$21,485,060

\* In food, drug and mass merchandisers. Source: Information Resources Inc. m  
chicago, IL (Excludes Wal-Mart sales)

## ---- INDEX REFERENCES ----

COMPANY: INFORMATION RESOURCES INC; NATURAL; UNILEVER; FINISH MASTER INC WESTERN  
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NEWS SUBJECT: (Corporate Financial Data (1X059); Social Issues (1S005);  
Business Management (1BU42); Sales & Marketing (1MA51); Mass Customization  
(1MA97); Nutrition (1NU67); Major Corporations (1MA93); Direct Marketing  
(1DI38); Health & Family (1HE30); Market Share (1MA91); Minority & Ethnic Groups  
(1MI43))

INDUSTRY: (Retail (1RE82); Chemicals (1CH04); Manufacturing (1MA74); Cosmetics  
& Fragrances (1CO83); Consumer Packaged Goods (1CO27); Hair Care (1HA77);  
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RESOURCES INC; INTENSIVE SOLUTIONS; ISO; JASON; JASON NATURAL PRODUCTS; JASON  
NATURAL SALON; JC PENNEY SALONS; KIWI APRICOT VOLUMIZING; LEMON SAGE THICKENING;  
MAHISHA DELLINGER; MIZANI; NATURAL; NATURAL SALON; NATURE; OJON CORP; PHYTO  
ORGANICS; SAVVY; SEXY HAIR CONCEPTS; STYLE; SUNSILK; TLC; UNILEVER; UV; UVB; WAL  
MART) (Adena Michelle; African; Ahead; Alchemic; Alterna; Astera Soothing;

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Aveda; Botanifying Conditioning; Bouncy Cleanse; brown; Caida; Cationic; Chocolate; Chocolate Kiss; Cleanse; Color; Condition; Conserving Color; Copper Penny; Creme Caramel; Curlicious Curls; Curls; Cyndi Dart; Damien Carney; Dellinger; Denis Simioni; Esponja; Esther Lem; Excessively; Fabulous Red; Flat; Fructis; Fructis Sleek; Fulfilling; Gamble; Garnier Fructis; Gough; Herbal Essences; Hydra Cleanse; HydraCure; Ice Shine; Intense; Jim Markham; John Frieda; Joico; Jorge Blanco; Kovner; Laura Setzfand; Lavender; Lindsay Elkins; Michael Shaun Corby; Michelle; Michelle Rodriguez; Mint Rose Intense; Mitchell; Moisture; Moisture Recovery; Moisture Renewal; Moisturefuse; Nathaelle Moreau; Nexxus; Nina Kovner; Nutralium; Ojon; Paul Mitchell; Plumeria Sea Kelp; Poof; Preserve Cleanse; Procter; PureOlogy; Recovery; Red; Rene Furterer; Rinse Soothing; Rosewater Chamomile; Roy Teeluck; Setzfand; Shine; Smooth; Smooth Intense; Taydra Mitchell-Jackson; Teeluck; ThermaFuse; Tobacco; Tony Gough; Ultra Hydrating; Van D. Stamey; Violet Mood; Vive Pro)

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**November 26, 2006**

Section: SUNDAY brunch

Pumpkin for beauty

Pumpkins, it turns out, are good for way more than scaring people on your front porch. In keeping with the season, there are all sorts of hair and beauty products enriched with pumpkin. **Sexy Hair** has an entire line of shampoos and conditioners, all of which have been infused with pumpkin enzymes, rich in beta carotene and other vitamins that help repair environmental damage, and they smell scrumptious. There are several shampoos and conditioners, a treatment masque and a styling souffle. Prices range from \$14.95 to \$24.95; for stores, go to sexyhair.com or call 1-800-848-3383.

At Bath & Body Works stores, Pumpkin Pie Paradise is one of several fall-oriented scents in a new line called Temptations. (There's also Cinnamon Bun Heaven, Spiced Apple Rapture and Pecan Passion.) Products include a three-in-one body wash, bubble bath and shampoo, a body lotion, lip plumper and home fragrance oil, priced from \$7.50 to \$12. Ilike organic skin care has Pumpkin & Orange Masque, \$38, which can be used on face and body; for information, go to Szepelet.com or call 1-888-290-6238. At drugstores, Desert Essence has Pumpkin Hand Repair, \$8.99.

- Newsday

----- INDEX REFERENCES -----

COMPANY: LIMITED BRANDS INC

Language: EN

OTHER INDEXING: (BATH BODY WORKS; CINNAMON BUN HEAVEN SPICED APPLE RAPTURE;  
PUMPKIN ORANGE MASQUE) (Essence; Ilike; Pecan Passion; Pumpkin Pie Paradise;  
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Section: PART II

COOL 2 WEAR

Anne Bratskeir, Joseph V. Amodio, Barbara Schuler

#### STYLE FILE

##### Rock the world

A glitzy new shop chock-full of rock-inspired merchandise will debut at all Bloomingdale's stores on Wednesday. Called "World Tour," the shops will feature exclusive designs from the likes of LaRok, Marc by Marc Jacobs, Diane von Furstenberg, Lucky, Alice & Olivia, Iisli, 7 for All Mankind, Free People and Juicy, to name a few. Even Santa is getting into the act: Customers can get their photos taken with Bloomie's Rock 'n' Roll Santa, complete with a free crystal-trimmed frame, on Nov. 18. For a schedule of events, check [bloomingdales.com](http://bloomingdales.com). - Anne Bratskeir

##### Babes in tees

These insidiously adorable outfits and bibs are perfect for those wee ones who have inherited the shopping gene. Created by Wry Baby (the makers of snapsuits, stickers and other humorous baby gear), the outfits proudly announce "Someday I'll Shop at Barneys" or, more to the point, "Take Me to Barneys New York." Oh, the kids these days. Tee with black pants, \$48; bib, \$18, at Barneys New York, or Barneys .com, or call 888-8-Barney - Joseph V. Amodio

#### BEAUTY SPOT

##### Pumpkins aplenty

Pumpkins, it turns out, are good for way more than scaring people on your front porch. In keeping with the season, we're seeing all sorts of hair and beauty products enriched with pumpkin. **Sexy Hair** has an entire line of shampoos and conditioners, all of which have been infused with pumpkin enzymes, rich in beta carotene and other vitamins that help repair environmental damage - and they smell scrumptious. There are several shampoos and conditioners, a treatment masque and a styling souffle. Prices range from \$14.95 to \$24.95; for stores, go

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to sexyhair.com or call 800-848-3383.

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- Barbara Schuler

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June 26, 2006

Volume 65; Issue 25

Section: HOT BACHELORSSpecial Double Issue

Sexy & Sizzling

Actors, golfers, chefs--gorgeous guys can be found in every profession. Here's a chance to learn more about these eight

CHRIS EVANS

THE HUMAN TORCH

Age: 25

Get to know him: He was Johnny Storm ("Flame on!") in Fantastic Four and is the love interest in next year's The Nanny Diaries.

First love: "My first babysitter."

Best date: "We sat on the Santa Monica Pier on a bench from 9 p.m. until 4 in the morning. In one night I felt closer to this person than with some of my best friends."

My secret crush: "Sandra Bullock and always has been. I saw Speed in seventh grade and thought, 'That's my lady.'"

DONALD FAISON

THE FUNNY TV STAR

Age: 32

Get to know him: He plays Dr. Chris Turk on NBC's hit show Scrubs.

I like the idea of a woman ... "giving me a pedicure. That sounds kinda romantic. Any woman who can put up with my feet--I love you."

People say that the sexiest thing about me is ... "my sense of humor."

My best feature is ... "my lips."

My best friend is ... "a girl named Babe. I have a Rottweiler. I've had her

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since she was born. She's the lady in my life."

My brother calls me ... "a sucker for love."

It's getting serious when ... "I can't stop thinking about her."

If I had just one word to describe myself, it would be ... "difficult."

BOBBY DEEN

THE GOOD SON

Age: 36

Get to know him: Along with his brother Jamie and mother, Food Network chef and author Paula Deen, he co-owns the Lady & Sons restaurant in Savannah. He will also be cohosting Road Tasted, which debuts this summer on the Food Network.

How dating is like cooking: "Separately the ingredients are wonderful, but mixed together it could be a disaster."

What he's looking for: "She has to be sweet, and my mother would have to give her blessing. I don't usually date girls I wouldn't bring home to Mama."

ARCHIE KAO

THE POETIC CSI GUY

Age: 36

Get to know him: Watch CBS's CSI: Crime Scene Investigation.

Creative dating: "I like daytime activities. On one date we played tennis, then went to a museum. Another girl took me sea kayaking. It was amazing."

Inspiration: "Few people have the same social and ethical influence as Oprah. I want a partner who has Oprah-esque qualities."

Fave time killer: "You think you're going to outgrow video games, but I'm kind of a dork. I like to have a glass of wine and play Xbox. I hate to brag, but I'm pretty good."

Surprise!: "I write poetry to myself. I like poetry because nobody can tell you it's wrong. It's just for me."

HILL HARPER

THE IVY-EDUCATED ACTOR

Age: 33

Get to know him: Watch CSI: NY or read his book, Letters to a Young Brother: MANifest Your Destiny.

Pedigree: B.A. from Brown; law degree from Harvard.

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Best feature: "My lips--or so I've been told. That's all I can go by."

He-man hobby: "I race cars--Formula Fords, a Mustang GT and Super Carts. I love it. It's technical, athletic and competitive."

Soft side: "I want kids. Two biological, three adopted. So many kids need homes. If you can provide a loving one, you should."

JC CHASEZ

THE SOLO ARTIST

Age: 29

Get to know him: This former 'N Syncer's as-yet-unnamed second solo album comes out this fall.

Tech savvy: "I can fix anybody's computer. I'm not a total tech guy, but I'm pretty good, I have to say."

Most attractive attribute: "My positive attitude."

Wooing ways: "If I wrote a song for a girl, I would only play it for her. I wouldn't want her to think it was part of my job."

His knowing nose: "It's wild, man, but I get an impression from perfume. If a girl wears vanilla, I think, 'Oh, she's sweet.' If it's patchouli, I think, 'That girl is smart.'"

Grooming secret: "Big **Sexy Hair** products. I get giant bottles because I don't like to shop a whole lot."

Ideal first date: "I'd rather do it in a group, believe it or not. That way the girl's not feeling like all the pressure is on her. She can laugh something off with her friends, and I can do the same."

JON TENNEY

THE SEXY EX

Age: 44

Get to know him: Tune in to TNT's *The Closer*.

On his ex, Teri Hatcher: "As a father and a gentleman, I feel that discussing our personal life is not something I want to do."

What he's looking for: "Someone who is aware of and involved in the world."

Best feature: "My mind, but it also gets in my way. I overanalyze. I need to find a balance between heart and brain."

Favorite outfit: "Jeans and a shirt."

I prefer comfort to chic."

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I'm an expert in ... "telling jokes--at least I think I am."

Smells like: "I rarely wear fragrance. I would hate my own scent to get in the way of smelling someone else's scent."

CAMILO VILLEGAS

THE STYLISH GOLFER

Age: 24

Get to know him: The PGA's new cover boy, originally from Colombia, has logged two second-place finishes in his rookie year.

Nickname: Spider-Man, in reference to his yoga-style contortions when sizing up putts.

Dash of flash: Of his colorful J. Lindeberg outfits, he says, "Golf has always been a traditional sport. Everybody dresses the same. I want to put some cool, different, funky ideas into the game."

Golf is like dating because ... "dating, golf, life--it's all about commitment."

[PULLQUOTE]

"I'm difficult because I'm very sensitive"

"My appeal is that I'm a real down-to-earth family guy"

"I definitely think I have a feminine sensibility. I grew up with two younger sisters"

"I'd like someone adventurous, who will pull me out of my shell"

"I'm very proud of my relationship with my daughter"

"It doesn't matter how good she looks. A woman has to be fun"

See also cover story on page 68 of same issue.

PHOTO: BRIAN BOWEN SMITH, ICON

PHOTO: KWAKU ALSTON, GROOMING: CAROLA FOR SHU UEMURA/CLOUTIER; STYLIST: ERIN HIRSH; SWEATER BY BROOKS BROTHERS

PHOTO: TAMARA REYNOLDS, GROOMING: MONICA MCMASTERS AT ZENOBIA

PHOTO: JONATHAN SKOW, PAT BATES AND ASSOCIATES; GROOMING: JOHN RUGGIERO FOR BUMBLE & BUMBLE; STYLIST: KECIA CLARK FOR CELESTINE AGENCY

PHOTO: KEITH MAJOR, ART MIX; GROOMING: LUSINE AT ARTISTS BY TIMOTHY PRIANO; STYLIST: MAX SMITH AT IN CLOVER

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PHOTO: EMILY SHUR, ART MIX; GROOMING: LUSINE AT ARTISTS BY TIMOTHY PRIANO;  
STYLIST: MAX SMITH AT IN CLOVER; CLOTHING: T-SHIRT BY SINNER/SAINT; BLAZER BY  
COSTUME NATIONAL; PANTS BY KRIZIA

PHOTO: ANDREW ECCLES

PHOTO: RUSS HARRINGTON, GROOMING: ELIZABETH HARRIS @ ZENOBIA; STYLIST:  
MERIWETHER NICHOLS @ ZENOBIA; CLOTHING: J. LINDBERG

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June 5, 2006

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ABC

10 ABC

The View

2006-06-05

11:00:00

Announcer: It's Monday, June 5. Coming up live on 'the view' -- and sigourney weaver is telling the ladies why she's living the wild life all over again. Then, hate the way your hair looks? The key to great locks could be as easy as changing which shampoo or even the brush you're using, so barbara's hairstylist is revealing simple hair secrets that make all the difference. And 17-year-old r&b sensation chris brown is taking the stage and singing his latest hit. All that and the 'hot topics' you want to hear coming up live on 'the view'! [Closed captioning provided by ABC, inc., And johnson & johnson, where quality health care products have been a tradition for generations]

Hello, everybody, and welcome to 'the view.' I cannot believe that I'm only going to be saying that four more times after today. This is the beginning of my end! Friday afternoon, they're changing the locks on my dressing room I've been told already. I have been choked up all weekend. I've been sick about this. When you know you're doing something that's right but it's so hard and you're so scared maybe it isn't right.

what are we going to do about the mugs?

they're being tossed out.

no.

when you go to the today the -- 'today' show, will you be wearing underwear?

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do we have to go down that path once again? Actually, it will be matt's underwear, but yes.

this Friday we're roasting meredith on 'the view.' I'll bet there will be a few underwear jokes on Friday.

and call my kathy lee, but I did a few pieces with the kid.

you didn't used to be kathy lee. You started out very protective and then you moved to the, yes, let them come on and sing and dance a jig and then you moved to they're over us.

they are so over us.

she used to put groucho marx masks on.

she actually gave me one for grace.

I did. Speaking of moving on, you all know the criticism denise richards took when she took up with her friend's ex. All three of them are actually very nice people. But 'the New York times' had a article about covetting your friends' ex and they talk about the yuck factor.

it's on everybody's face. Meal that's what you feel.

and yet relationship experts said it's not uncommon. So if it's so yucky, why do you think people do it?

because it's yucky. It's like throwing out your underwear and the next day your girlfriend is wearing them.

nationals nasty.

there's definitely something about that.

but you have to make the choice. Do you care about the friendship or is this the true, true, double true, true love? Because if ireally happens, if you're part of a girlfriend group, if you will, and one girl starts to see a man that was connected to one of the other girlfriends, you're iced. You're out. You need to know that.

but what if you think it is true love.

you're still out. You need to know this man is going to be your only friend because the rest of your girlfriends are going --

You just don't go there. You just make the decision I'm not going to hav that.

what do you care? He's gone.

if it's your best friend's ex-husband?



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but the guy is gone. Like joy is saying, you've moved on and somebody in their circle --

Somebody stupid enough to take him.

but it hurts more if it's someone you now are intimate with. You'd rather your worst enemy be with your ex-. If it's your best friend, it's more complex.

and then you have to bring him back in the circle. If you just got rid of him and then your best friend is with him, now he still has to come over for christmas. That does not make sense.

so if vanes stole al --

She would not even.

what if she did, though?

there are certain things about character and integrity.

but what if you always loved him from afar?

I love tony. But he's like my brother.

and it makes you think, were they developing this intimacy all along?

it's like woody allen and soon li.

No, it's not.

that's different from two grown-ups. You're talking about molestation now. I know I'll never be in another one of his movies.

speaking of marriages and relationships, President Bush is getting involved in someone's marriage other than his own. He's called on the senate to push for a constitutional amendment banning gay marriage. But one of his friends, I believe, is quoted as saying he really doesn't care about this. He's just phoning it because he wants to pander to conservatives and the midterm elections are coming up.

this is what the country is coming to. They cut back on homeland security for New York and cut back for biological attacks and we're worried about two guys getting it on in California. I mean, come on! [Applause]

I do hear you. But how about this idea? The country as a whole and the administration can multitask. Mind you, we can try to finish this war and make things happen and protect ourselves.

but you're not going to pass this. It's not going to happen.

so then it is just pandering.

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how much money are you spending of our money to do something that you know good and well does not have a chance at all in passing? Not at all.

this is a response to an abuse. What happened was, it was left up to the states to decide this and six liberal judges decided to take it into their own hands and impose their beliefs on the entire country. So now we're in this fix. Essentially very left wing liberals got us into this situation.

so now the right wing conservatives are going to put us in a double fix and the boys and girls are still over there fighting a war, ok?

you're saying we shouldn't pay attention to this?

we have a marriage act. Joe Biden was talking about it on television.

and it worked.

why do you need a constitutional amendment?

because judges are taking matters into their own hands and going against it

It's all about getting the base rallied to vote for republicans. That's the only reason they're doing it.

hang on. That's a byproduct, by far.

people have to be aware that a lot of things that happen are for political reasons. After the last election, we never heard about orange alerts anymore. All of a sudden they disappeared. What happened to all of that? They got what they wanted. They didn't need to scare anybody anymore.

they were doing it to scare us?

I think so.

how come we're not scared now?

we are scared.

I haven't seen one alert.

you're saying these alerts are created only to scare us?

yes. A lot of it.

there are attacks being planned. If they think there is an attack, are we going to have one every week?

the constitution is a document that should be honored. We give rights. We don't take them. You eradicate slavery. You say women have the right to vote. You have things in the united states constitution that you do, even if you

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disagree with gay marriage, you don't change the u.S. Constitution to deny rights to other citizens.

I'm not saying I'm behind that. I hear you star. [Applause] but there are also abuses happening on the other end. These judges who imposed this on everybody --

All I'm saying is that these things bubble up at very spisheds times.

everything does. Going back to abraham linco.

we're not talking about calvin coolidge right now. Have you heard anything about gays in the military? No. We need them there now.

they don't care if you're running around in a dress and -- [applause]

This is a great Monday morning.

it is.

it's just something about taking the constitutn and playing around with it -- and this is a game right now. Because you kw you can't pass it. You're going to spend all the money, spend all the time, generate the rhetoric --

For nothing.

but it is a response to an abuse and that started from a liberal judge.

we'll be right back with more 'hot topics.' I don'

T know why people don' t know about this. I don' t know why I didn' t know. I' ve never heard of this. I' m just shocked. I just found out that cervical cancer is caused by certain types of a common virus. Hpv. Human papillomavirus. A cancer caused by a virus. I didn' t know that. Millions of people already have the types of hpv that can cause cervical cancer and other diseases. You could have hpv and not even know it. For most women, hpv clears on its own, but for some, cervical cancer can develop. That' s why it' s important for you to talk to your doctor about pap tests. Tell someone that cervical cancer is caused by certain types of hpv. I want to tell someone that I love. I want to tell my daughter. Tell someone. Ll someone. Tell someone. (Female announcer) this is annie. Annie now starts every day using crest pro health. / It helps protect her mouth against plaque and gingivitis for a full 12 hours / and without the burn of alcohol. Crest pro health works overtime, and so does annie. Now in cool wintergreen flavor. / The human body was designed to move. That's why serenity developed a revolutionary fabric for their protective underwear, that stretches in every direction to gently hug your body for a closer fit than the leading protective underwear. Serenity discreet activewear. You move, they move. You're protected. For a free sample, call... Serenity from tena. ( Speaking french ) ( groans ) I wonder where the clog went? New liquid-plumr power jet. What's more frustrating than acne? The marks it leaves behind. Neutrogena acne mark fading peel. Inspired by dermatologist peels... It's proven to fade the look of post acne marks. Even treats existing acne. For clearer more even-looking skin. Acne

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mark fading peel, neutrogena. [Applause]

I'm just about to talk and I'm taking a sip and I realize I threw my gum in here. How disgusting.

the gume makes it delicious.

so the behar patrol was out on the road again. I called the highway patrol I told you? I did it again yesterday. We were driving on the I.I.E. Coming into the grand central parkway and two young boys, I don't know hold, they almost killed us.

what did they do?

we were here and they went like this. And if there was a car on the right, we'd have been dead. I was reading the newspaper. All of a sudden --

So what did you do?

I called 911 and reported them. You have to get behind the car, pretend you didn't notice they were so horrifying, write down the description of the car and the license plate number and call 911 and say they're about to get onto the interborough parkway and they track them down. I don't know if there is a follow-up to this. But I think people on the road need to bece more proactive. They should have signs that say if you see a bad driver, call this number. [Applause]

Yes.

we're driving normally, sort of. I mean, steve has a little road rage but he doesn't drive crazy. He just yells.

I yell.

you yell?

yes. Which is more dangerous, the blackberry on the steer wheel. I can't get over that.

I'm just saying, as a public service announcement, call 911. Just don't make it long because that's an emergency number.

I had something similar to that. I was driving on the saw mill

And I got on and this guy sped up and I think he was just trying to be a jerk. I think it was a man. They went so fast I'm not even sure. I choose to believe it was a man. But the point is it was everything in me not to want to go after him.

but you can make the call.

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but merging is a problem.

but when you're merging, somebody shouldn't speed u the guy was trying to scare me, he was trying to freak me out.

but now you also need a pair of binoculars.

I want to switch gears. How many of you are parents with kids and you worry all time if they eat too much because we hear all this stuff about obesity and maybe you hock the kid, don't eat this, d't eat that. But they did a government study and found strict discipline narians are more likely to have obese children than perm missive parents. Whatever it is, what they speculate is that the kids are so tense because the parents are always in their face that they then take food in for comfort.

but what was confusing about the study was whether or not it was strict disciplinarian in terms of eating or in terms of do this, don't do that kind of thing.

it was about being not emotionally connected to your kids. The best thing is to be authoritative but allow kids some say.

I just read a back 'parenting with logic' and it says if you give kids choice within boundaries --

Right.

you can wear the yellow skirt or the white skirt, sweetheart.

I've always been against hitting children and this is just another reason not to hit your kid because it stresses them out and makes them eat and makes them crazy. I like this study. These other parents who were hit and disciplined in this rough way grow up to be mean and discipline narians and they're 300 pounds and they're really hitting those kids and that's dangerous.

you don't think skinny parents discipline like that?

yes. But they don't have a study about skinny parents.

wait until next week.

my problem is I'm the opposite. I think I'm prey much a per missive parent. Richard is a good balance. The kids graduate from school on Wednesday. So gabe comes up to me yesterday and says can I have 23 kids over and I said, well, yeah, ok, that's great because I think it's going tbe sunny. 23 kids in the yard, that's fine.

since when do you know the weather?

because over the weekend I thought it said it was going to get better and better. Now I see it's going to rain and I'm totally freaked out. I don't want

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23 boys in my house. I don't want it. But I can't say now you can't have it.

we need to put joy there.

if you were mary kay letourneau, you'd say come on!

but I just live in fear of the destruction.

kids sometimes you have to be so careful. I have friends, one little girl went through their glass door, she thought it was open.

dela reese did that.

broke her nose, scarred her face and sued the family.

they didn't win that lawsuit, did they?

the insurance company settled because it happened on their property. Just pay attention to stuff like that, especially with boys. Look I just made her feel so worse.

and just say you'll be home at any time. Don't give them a time.

sigourney weaver is coming on now. She did this movie with gorillas. When you see how calm and sweet gorillas are, you really wonder about the human race. Would be better. We'll be right back. Announcer: Hate the way your hair looks? The key cou be changing which shampoo or even the brush you're using. Call or go online today... Where you'll find all kinds of great deals..., On dell notebooks and desktops., Like this inspiron b130 notebook... With an intel celeron m processor... A 15.4 inch display... And a 512 megabyte memory upgrade... For only \$549 after mail-in rebate. / Or this awesome dell dimension b110 desktop... With an intel celeron d processor... And a 15-inch flat panel upgrade for only \$399. It's the ultimate value in desktops defined. It's more than an amazing p deal, it's a dell. (Female announcer)

Deep within your hair lies precious color. / Reveal it with pantene expressions for brunettes, blondes, and reds. Kromashine pro-vitamin formulas / bring out the jewel-like intensity of your color, so every blazing facet is lit with brilliance. Reveal your color's jewel-like intensity. / Experience the new look / of the pantene expressions hair care collection. That's the beauty of health. And now try new highlight-enhancing expressions for blondes. (Announcer) for those whot love pistachios. New planters pistachios lovers mix is made just for you. 50% pistachios. 100% love. (Announcer) if you just mention constipation to your doctor, he may suggest fiber and laxatives. But if you really talk to him about all of your recurring symptoms, he may prescribe something different. Because symptoms that keep coming back / may be chronic constipation. And prescription zelnorm is ! Approved to treat the multiple symptoms of chronic constipation. That may be caused by a slow-moving digestive system. Only zelnorm helps coordinate the nerves, muscles, and fluid in the gi tract. You should not take zelnorm if you have a history of diarrhea, kidney, liver, or gallbladder disease, intestinal blockage or adhesions., If you get new or worse abdominal

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pain, blood in stool, / bad diarrhea or diarrhea with cramping, fainting or dizziness, stop taking zelnorm and tell your doctor. I told my doctor about my abdominal discomfort, bloating and constipation and asked about zelnorm. (Announcer) zelnorm. Relief can start by asking. A break-through daytime relief from yeast infections. Monistat day or night. The only over-the-counter treatment... You can take during the day. This one-dose treatment begins... To relieve symptoms immediately... And is virtually leak-free, fast relief means monistat. C[g\*r=

Sigourney weaver was nominated for an academy award for her rivet performance for her film 'gorillas in the mist.' in her new film, 'gorillas revisited,' she drops in on a new friend.

for a split second, his eyes meet mine. In that moment, 20 years just slip away. He still looks the same, just has a few more gray hairs, as do I.

that pablo is hot, honey, please welcome back sigourney weaver! [Applause]

Good to see you.

how are you?

I can the not believe the movie 'gorillas in the mist' was made 20 years ago. about 19 years ago.

and you were with these gorillas for five weeks --

Five months.

I'm sorry. Five months. 20 years later you go back and obviously there is still a connection. Were you surprised that they recognized you?

I was. I've been trying to get back for so many years butecause of the civil war I haven't been able . So I really didn't knowhat to expect. I didn't want to assume thed recognize me. The babies I knew have now had babies of their own. But pablo I remember because he was sort of a juvenile delinquent and he had this reputation of dragging researchers down the mountain without any warning. So, of course, the first gorilla I see is pablo. But he was very mellow.

I mean, he had his back to us for a long time. He didn't turn around and I knew he knew we were there. He was very cool. When he finally turned around he was like, all right, you can stay.

but you believe he really knew it was you?

I knew there were one or two of them that did a double take like what is that woman doing back here? But I didn't get to see -- the one I had a very strong relationship with, maggie, she was over a couple of mountains away, even though they're all in the same group. Now you can only stay with the gorillas one hour. We share 97% of the same d.N.A., So a lot of the things we might arrive in

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Rwanda with, whatever viruses, we can make them sick.

are gorillas easier to work with than actors?

in some ways, yes. You certainly get a range, just like with human beings. Some of them are very outgoing and curious to know you and others could care less and would prefer you weren't there.

just like a dating situation.

exactly!

you learned to make the comforting noises that they want to hear and how to communicate with them. Was that on a friendly basis or for your safety?

it was for my sift. But you make this little noise -- [gorilla noise] -- and it just means I am here, I'm coming, and you don't make eye contact. But it's hard because there are so many babies jumping around and they're all so curious to see who you are. Luckily, between Rwanda and the Diane Fossey gorilla fund we have study groups where the gorillas are very relaxed and we have a few tourist groups where we're more concerned about the gorillas and people staying away. So the ones in the research groups are more relaxed because they know we know what not to do.

if you make eye contact will they attack?

no, it's not that. But if you make eye contact with the wrong gorilla, they might misinterpret it.

like territorial?

exactly. We just don't even go there.

sort of like sleeping with your best friend's husband.

what was the other sound? You made another sound that was more aggressive.

once I had babies swarming over me during the shoot and I was careful never to hold them. They were always holding me and urinating on me and etc. Once I held a gorilla for a second because I thought it was going to fall and the mother was right over going -- [gorilla noise]

They're peeing on you and she's mad? [Laughter]

But even though a gorilla can get to be over 400 pounds, you seem to think their behaviors are much like humans?

I think so. The gorillas I was with, they're in their natural habitat, they're relaxed, eating, playing, sleeping, and so there's no reason for them to be aggressive. I think that because they have the forest, we've been able to protect this forest in Rwanda, they have room. I think it's density that makes



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people aggressive and cranky, too many people squashed in the same place. So I always felt diane fossey was looking out for me. She spent her life protecting the gorillas and we really have wonderful news that the gorillas, in spite of the civil war, their numbers are increasing very slowly.

but the number of people who have been killed in Rwanda.

I know. And this was the first time I'd been back to Rwanda, where I'd made many friends, and a lot of the program is also on Rwanda's resiliency and we're trying to get more businesses to go back in because the people are wonderful. They are Rwanda's greatest resource. We got to go to an orphanage and take two of the orphans I to see a tourist group and that was the most excited day of the whole thing. And the footage, which will be on actually this Sunday at 8:00 on animal planet, you get to see both the gorillas but also these wonderful kids seeing the gorillas for the first time and making these wonderful noises.

I found that very touching in the movie. Explain who diane fossey was. The thing about her, she wanted elizabeth taylor or brooke shields to play you. How do you feel about that?

I forgive her.

she's dead now, actually.

actually, I read the book and I thought this would make a wonderful movie but no one could

Do it. But diane wanted to get the message out about how wonderful these creatures were, so she spent her life studying the gorillas and creating the diane fossey gorilla fund to conserve their hab tate and kee them safe from poachers. There are still poachers and kidnappers who go in and you see a baby we've rescued that was thrown in a bag and kept in a cave and we're having people play with her for about three years until we can safely reintroduce her to a gorilla group.

thank you for keeping the message out there. As you said, the gorillas are still in trouble.

oh, yes.

but they're doing better.

they're doing ok an if we're vigilant, they'll be stable.

our thanks to sigourney weaver and 'gorillas revisited' premieres June 11 on animal planet. When we come back, we're solving your hair dilemmas.

she's a mom, a married lady, a millionaire, a costhouse, a clown, a cut-up and a klutz. Now she's history. Meredith is leaving the view for a better tom -- make that 'today.' join us at 'the view' as we say goodbye, meredith. We're going to miss you. But not as much as you'll miss us -- especially after you see

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al roker at 5:00 in the morning without hair and makeup. (Woman) my allergies can get so bad I feel like I'm in a fog. But I'm e kind of person who wants to be focused. Now, I'm claritin clear. My doctor was the first #one to recommend claritin. It's the only one actually proven to make you as alert and focused as someone without allergies. Claritin relieves my sneezing and itchy eyes without making me drowsy. That one please. 24 hour, non-drowsy claritin. Live claritin clear. Showtime. [Glorious music] brilliant! (Woman) brilliant results require a brilliant solution. Introducing windex cloths, the revolutionary dry microfiber cloths / that do the work of up to a dozen store brand paper towels for a streak-free, lint-free shine that's...Brilliant. Same time tomorrow? You bring the lattes. (Woman) new windex cloths. Brilliant on everything. S.C. Johnson. A family company. One soft-serve chocolate fudge brownie, please. / Coming up, hank. Wow, you remembered my name. You live here. Right. (Female announcer) introducing cyclone from breyers, creamy soft-serve swirl in four flavors, like chocolate fudge brownie, / loaded with lots of gooey chocolate. You're letting the cold air out. / (Announcer) new cyclone from breyers, the ice cream shop in your freezer. Tonight, the potentially devastating meteor shower. To hold more when you really need it, use glad forceflex trash bags, / and you won't have to be afraid of overstuffing. / For stretchable strength, get glad. Why settle for only 15 minutes of fame? Bogo. Buy one get one half off at payless. (Announcer) what's new? It's color boosting glaze from nice'n easy. Use glaze in between colorings when color starts to fade. In five minutes, you can boost color and shine back to beautiful. Glaze it up! (Announcer) with new color boosting glaze. (Women) to be rl. (Announcer) from clairol. / To remove stains for whiter teeth, get polishing pad ! Fingertips... / Or new reach clean & whiten. The only brush... With a stain removing pad. Proven to gently polishway stains, for whiter teeth in as little as two weeks. New reach clean & whiten. Cc xda g{ [applause]

If you're frustrated because you think your hair a hopeless, the answers could be as easy as changing the shampoo or brush you're using. Right now we're getting simple secrets to great hair from barbara walters personal stylist bryantenfroee. [Applause]

It's not that hard.

start with shampoo and conditioner. Does it really make a difference?

it does. Do you remember when you use to go to the beauty supply store, you'd look for normal or dry hair? Now you look for your specific hair, even your hair color. The two I'm showing today is because it's humid, one is called sek look by matrix and it is a system that softens the hair and it blow dries much easier.

my hair might fall from too soft.

but you still have to use the companion products because it's an entire system that helps smooth it out.

is it good for women of color as well?

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all the products I'm showing are great for all ethnic groups. If you have curly hair, it's all about moisture. That helps control the frizz.

but not with water.

right.

should you shampoo every day?

you can. A lot of people don't do it the right way. We have a tape of a girl who shampooed for us and the first thing you do, you have to rinse your hair really well.

before the shampoo?

yes. Use the amount of shampoo it takes for your length. If you have short hair, obviously, you use less. Lather it on the scalp and rinse it then turn your head upside down and rinse it from underneath.

why is it so important?

to get it all out. The conditioner, you go from the ends and use a wide-tooth comb.

use a brush.

don't use a brush. It stretches it too much.

how do you protect your hair from the sun, saltwater, that kind of stuff?

you asked about shampooing every day. Conditioning every day could really be the problem. You could overcondition it and then use heating products that burn the hair. **Sexy hair's** concept that is soy tri wheat spray-on conditioner that's great for the sun. If you go in the pool, you can spray it on before you go in the pool and it keeps the chlorine from getting in your hair. This is great. Instead of conditioning every day with a heavy conditioner, this you just leave in.

and the color is going to be fine?

rites great.

but if you don't go into the wind --

It's still great.

how many products do you need to have.

but my hair is beyond frizzy.

in the humidity, this is something new. It's called easy straight. Remember

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the japanese hair straightening --

A culture that has the straightest hair in the world comes up with a hair straightener.

isn't it amazing? But you can use this on highlighted hair. It takes under an hour. You do it at home. There are three steps. You follow the directions completely. They even have a website to see how it's done. You can do one formula for a week and if you love it there is a three-month version you can use to last longer.

I can use it on my hair?

yes. And even if you don't want it completely straight, it still reduces the frizz we all get in the summer.

and if you screw up the steps --

Don't do that. Read the directions. Follow the directions.

don't do that!

you told me not to use the brush in the shower. Is there a particular brush that is best for your hair?

it depends on your hair type. Joy, a boar hair bristle brush works good wrazz elisabeth needs a breakthroughs that gets hot and adds body to it.

the heat is good?

yes, the heat is good.

what about the hair dryer.

this is a new one I think is so terrific. If you can't manage a brush in one hand and a dryer in another, this is the brush and the dryer

All togther and it has a detainingling piece on this end and then the part here that the heat helps straighten out. This turns in eight different directions.

how much does that cost?

it's \$69. And if you don't want to use that, you put the other attachment on it.

so that's a regular hair dryer.

this looks too complicated.

oh, it's a great thing.

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it's like jaws!

I know you want everybody in the audience to have beautiful hair. You have one more piece of information for them?

everything on this table you all are taking home!

now they're excited!

including the comb. Thanks to bryant renfro. You can check our website for information on any of the products. I know you. You're sitting there with r rheumatoid arthritis. This is one of your good days, right? And you're gonna wait. Til when? Til you can't turn on a light? A piece of advice about waiting. Don't. Not when there's humira. Talk with a 'rheumatologist today., Humira doesn't just help stop the pain and stiffness. It can even slow the progress of ra. Cause just sitting there, your joints could be deteriorating. And when they're gone...They're gone. Some people with heart failure should not take humira. Humira can lower your ability to fight infections. So tell your doctor right away if you have ever had, tuberculosis or are prone to infection,, or if you get an infection. Do not start humira if you have an infection such as an open sore or the flu. There have been rare reports of serious and sometimes fatal infections and tuberculosis. Blood disorders, nervous system disorders, serious allergic reaction and lymphoma have occurred. Do it. Talk with a rheumatologist...About humira. America's first name in automotive innovation, ford, is working together with the world's most trusted name in automobile safety, volvo, on a common mission: Developing breakthrough safety innovations to help protect children, keep families safer, and save lives. / We're renewing our commitment to driving american innovation. At the core of that effort is your safety, because / every single life saved is worth it. Catch it, dad. No sweat. Uh! (Male announcer) when you sweat, mosquitoes just can't resist you. / [Buzng] (mosquitoes) mm-mmm. But off! Active is sweat-resistant. It gives you proven off! Protection when you sweat [buzzing] / protection against mosquitoes that may carry the west nile virus. Sweat-resistant off! Active. Keeps bugs off! Even when you sweat. Sc johnson; a family company. / [ Female announcer ] some sinus medicines treat congestion, but not pain. New tylenol sinus is different. It combines the pure pain relief of tylenol, with powerful .Sinus micine. Stop. Think. Tylenol sinus. Looks like the secret's out. New quaker chewy with 90 calories. Now chewy and chocolaty come in 90 tasty calories. It's irresistible. (Feme announcer) patti labelle has diabetes. (Lable) I found a better attitude when it comes to eing. (Announcer) new onetouch ultra 2, with before and after meal averages, / can help you see how food affects your blood sugar. (Labelle) onetouch changes everything, yeah. [Music plays]

At the tender age of 16, this boy from Virginia, chris brown, took the music world by storm with his hit single 'run it.' and with hisself tilted debut album at the top of theharts, it looks like he's going to be running things real soon. Please welcome chris brown! [Applause]

Congratulations!

good to have you.

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at 16 years old, 'run it' became number one on the 'billboard' charts. I was jamming like I was 16 again. What was it look for you to hear your song on the radio?

I was more along the lines of like,ow!

didn't you get your big break at a gas station?

yeah.

how did that happen?

sort of like that. My dad was working at a gas station when I was about 11 and a dude came in and I was like, yo, I want to find some guys that can sing or dance or rap. And he was like, my son can sing. So he hookedt up and he connected me with our producers.

so at 11, your dad saw the potential and said let's see what we can do?

yeah.

but you still had to do your homework.

yeah, I still gotta do that.

because of your incredible talent as a singer, dancer and songwriter, you've been compared to michael jackson and to usher. Super, megasuperstars. Lots of pressure?

I respect michael jackson, I look up to him an an I'd ol. T I want to do my own thing

Your fans love him. Do you love him or what? And I know that they're following you all over the place. But if you had one crazy story, what's the craziest thing a fan has ever done?

craziest thing? I don't know. It's a lot of crazy stories. But we had a tour bus for this house of blues tour we did and the first two days of the tour, by the end of the tour, the front windshield to everything on the bus was filled with graffiti and names and phone numbers.

phone numbers?

how old are you now?

I'm 17 right now.

y'all quit sending phone numbers to this 17-year-old! Hear to sing 'gimme that,' please let's hear it for chris brown! [Applause]

Storch yeah ooh ooh everybody clap your hands now womp womp womp it's what

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your body sag chris brown is the building the young boy just turned 16 and I got 64's and dot bikes but all that swinging slow all the traffic down to a complete stop because you speaking that slang that I talk, that sassy tempo may be the reason that all this teenies may never see me I know you like it, how I lean in the 'lac you could be in the back saying gimme gimme gimme ma take a break let me explain to you what ya body got a young boy ready to do I can show you why I make them straight a's in school I'm a hustla trust my frame and age I can picture us switching lanes in the coupe gimme that you could be in the back saying 'gimme that' I know you like it how I lean in the 'lac you could be in the back saying gimme that womp womp womp

It's what your body saying, wo-womp, wo-womp, wo-womp wo-womp, wo-womp, wo-womp it's what your body saying yeah ha you could be in the back yeah ha you could be in the back saying gimme gimme [laughter] [cheers and applause]

I want to learn that drop move. You've got to help me with that drop move.

all right.

our thanks to chris brown. His self-titled debut album is s right now. We'll be right back. What? (Male narrator) perfect no matter how you wear it. I have asthma... And even when I thought I had it under control..., I still had symptoms. My daily controller medicine just wasn't controlling my asthma like I'd hoped. I avoided doing some things because when my asthma symptoms flared up I never knew how bad it was going to be. That's not the way I wanted to live. So I talked to my doctor about advair. Advair is the one asthma controller that treats the two main components that cause asthma symptoms-- airway constriction and inflammation., (Announcer) advair is not for people whose asthma, is well controlled on .Another controller medicine. Advair contains salmeterol. In patients with asthma, medicines like salmeterol may increase the chance .Of asthma-related death. Advair won't replace fast-acting inhalers for sudden symptoms .And should not be taken more than twice a day. Talk to your doctor about the risks and benefits of treating your asthma with advair. If you're taking advair, see your doctor if your asthma does not improve. (Man) so now I take advair every day. And that means I worry less about my asthma. (Announcer) visit advair.Com to learnp more about symptom control. (Female announcer) even when your world turns upside down, new olay dual action cleanser + toner keeps skin balanced with a deep cleanser plus a skin-balancing toner in one. New dual action cleanser + toner from olay. [Jazz band plays] woman: Honey? Honey... [Music stops] announcer: It doesn't get any more new orleans than zatarain's. Jambalaya, r beans and rice, dirty rice. H

[Applause] 'the view,' eric mccormack tells about life aer 'will & grace.' find out why more men than ever before a getti pstic surgery. And we're saying so long to meredith all week long. Tomorrow her kids reveal the best and worst parts about being in front of the cameras at 'the view.'

I'm always so impressed when I see someone like chris brown, 17 years old, such poise and talent, a really good kid.

he's raced right.

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they probably let him have a voice in things.

absolutely. He's got a little dignity. I like that.

unlike us. He's got some class. Have a great day, everyone, and take a little time to enjoy 'the view'!. Down to four days now.

> Breaking news... Four people shot in miami, at least two dead. And this happened in the last few minutes and we're live.

> Police find a man shot and a woman dead, along with a 8-month-old baby, all in a motel room. We're live with the latest.

> And this Monday, we're hearing from a motorcyclist who survived a ride hanging on the back of a van after a collision.

> And this bridge is finally being torn down. We'll tell you how to get around the mess.

> And the senate takes up the constitutional amendment to ban same-sex marriages.

> And more on the nba finals.

----- INDEX REFERENCES -----

COMPANY: ABC INC

NEWS SUBJECT: (Parents & Parenting (1PA25); Legislation (1LE97); Health & Family (1HE30); Government (1GO80))

INDUSTRY: (Gastroenterology (1GA59); Pharmaceuticals & Biotechnology (1PH13); Cosmetics & Fragrances (1CO83); Transportation (1TR48); Hair Care (1HA77); Personal Care & Beauty Aids (1PE87); Traffic (1TR52); Internal Medicine (1IN54); Infectious Diseases (1IN99); Viral (1VI15); Ear, Nose & Throat (1EN56); Passenger Transportation (1PA35); Healthcare (1HE06); Laxatives (1LA04); Consumer Products & Services (1CO62); Healthcare Practice Specialties (1HE49); Respiratory & Pulmonary (1RE29))

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Section: Buyer's Edge

TESTING 1-2-3

SABINE MORROW

When it comes to hair spray, some people need just a light spritz to set them up for a good hair day. Others take hair spray a bit more seriously -- they don't spritz or mist, they power spray.

But that doesn't mean they want to walk around looking as if they've dipped their dos in a shellac bucket. On the contrary, the aim is natural-looking hair that keeps its shape, with the help of a potent hair spray. You'd think that with the plethora of brands available, the perfect one would be a cinch to find.

Hardly. Some are like glue, while others might as well be plain water.

We put three aerosol hair sprays to the test -- Big **Sexy Hair** Spray & Play, Rave 4X Mega by Suave and Professional volumizing hair spray. All of the sprays we tested were designed to give firm control. Our results follow:

Professional volumizing hair spray

\$3.86 for a 10.6-ounce can at Wal-Mart stores

. First look: This aerosol spray comes in a silver can with bold red lettering down the front. Near the bottom of the can, a disclaimer says: "**Sexy Hair** Concept's Big **Sexy Hair** Spray & Play is a competing product."

. The rundown: OK, obviously this spray bills itself as a more affordable knockoff of Spray & Play. However, it doesn't consider itself a generic product in any way. According to the label, the company's Nature's Therapy line can be compared to any upscale hair products.

. Upside: Use it carefully, and you'll get a long-lasting, firm hold. Make sure you spray it at least 12 inches away from your hair. This volumizing hair spray offers a good deal for the price. If you don't spray too close to your hair, you won't have a problem with sticky clumps. And if you spray a section, let it dry, then lightly spray it again, you'll get a sturdy hold that will keep your hair

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in place in inclement weather. It has a light fragrance. Professional volumizing spray brushes out easily and doesn't leave a lot of residue. This product is not tested on animals.

. Downside: It has a pretty forceful spray, so don't spray it too close or you'll have a mess. It doesn't dry as quickly as Big **Sexy Hair** Spray & Play. You have to be careful to not disturb your hair while it's wet from the spray.

. Bottom line: For the price and the hold, I'd keep it around.

Big **Sexy Hair** Spray & Play volumizing hair spray by **Sexy Hair** Concepts

About \$15 for a 10.6-ounce can at most Ulta stores, salons and some drugstores

. First look: It's hard to overlook this slim shimmery red can with black and silver letters and black cap. The **Sexy Hair** Concepts company was founded by stylist Michael O'Rourke. Most of the products in the line have whimsical names; Spray & Play is no exception.

. The rundown: Interestingly enough, Spray & Play promises the user nothing on its label, other than calling itself a volumizing hair spray. The directions tell the user to "spray into styled hair for lift and hold." It doesn't say how much lift and hold to expect.

. Upside: When the nozzle is perfectly clear and not slightly clogged with dried spray, Spray & Play offers a fine mist that dries quickly and sprays on evenly. And if you use a light hand, letting the spray dry before spraying again, you'll get a serious hold without that sticky, lacquered look and feel. Big **Sexy Hair** keeps your hair in place, even when there's a breeze and a bit of humidity in the air. If you're looking for a spray that gives you a light hold with plenty of movement, this isn't it. Spray & Play clings firmly to your locks. But the spray brushes out pretty easily and doesn't leave a lot of residue. You could skip a day of washing after using this spray if you don't have very oily hair. It has a light, barely noticeable fragrance. This product is not tested on animals.

. Downside: While the can is much taller than the other sprays tested, it held the same amount (10.6 ounces) as the Professional volumizing hair spray. The high price tag really makes you think twice before purchasing.

. Bottom line: Spray & Play would be the perfect hair spray, if only it were more affordable.

Rave 4X Mega hair spray by Suave

About \$2.50 for a 14-ounce can at most drugstores and mass merchandisers

. First look: This spray comes in a silver and aqua can with a clear aqua cover. The label boasts that Rave is "made for people who keep their hair out late."

. The rundown: To use, shake the can, hold it about 12 inches from your hair and

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spray. Rave features a spray button that's pressed forward, rather than down. There are several warnings associated with most hair sprays, including the ones we tested. For instance, they're flammable, so avoid smoking while spraying. Avoid spraying in eyes, and keep the sprays away from children. Rave is designed to offer long-lasting hold and firm style control, according to the package.

. Upside: The scent, which brings to mind watermelon, lingers. That's a good thing -- if you like the scent, and it doesn't clash with some other fragrance you're wearing. Rave does provide a good amount of hold, but it didn't last all day when hair was exposed to wind and moisture. The price was a definite positive.

. Downside: The spray is powerful enough that -- if you hold the can too close -- it will rearrange your hair, leaving crunchy clumps here and there. The spray is very wet and takes longer to dry than the others tested. It's a wide spray, so be prepared to have spray land all around you, not just on your hair. This spray does flake, and you probably won't get away with not washing your hair after wearing this Rave 4X Mega for a day. Suave products are tested on animals.

. Bottom line: If you keep your hair out late, this spray conks out before you will.

----- INDEX REFERENCES -----

COMPANY: WAL MART STORES INC; WAL MART

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Hair styling holds up: consumers' interest in hair styling products continues to spike.

Eliya, Susan A.

IS DEMAND FOR A STRONG HOLD BEGINNING TO WEAKEN? According to Information Resources, Inc., Chicago, hair spray sales in the U.S. increased less than 2% to \$367 million and U.S. gel and mousse sales increased less than 3% to \$581 million for the 52 weeks ending Feb. 19, 2006.

Globally, the market has performed a bit better. According to Euromonitor International, Chicago, global sales in 2005 grew less than 5% to total about \$8 billion. The market research firm forecasts sales to reach \$8.8 billion by 2010.

Global sales growth was restricted by weak economic conditions in the U.S. and Japan, the two most important markets in terms of sales. In Japan, styling products saw a decline of 3% in constant value terms in 2004, representing the least dynamic performance of the entire review period. Sales were further limited by fashion trends toward natural hairstyles, which required a smaller amount of product.

The effects on the market in the U.S. are mostly due to the outlook of fashion and the role hair takes in all styles.

"Today's consumer looks at hair as the ultimate accessory," explained Van Stamey, chief executive officer, ThermaFuse, Kannapolis, NC. "It's evident on the runways where designers visualize hairstyles to match their clothing designs. You'll see everything from hair that's up or down, curly or straight, up-dos, twisted ponytails and Goth meets American chic."

"Today's consumer looks to the runways for fashion inspiration, as well as beauty," noted Jim Markham, chief executive officer/founder, PureOlogy Serious Colour Care, Irvine, CA. "Their busy lifestyles demand flexibility and versatility especially when it comes to hair styling options. This season's fashions can be complemented with hair styles that accentuate renewed texture woven to catch the light and shimmer with intensified shine, color depth and vibrancy."

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Nina Kovner, senior vice president, marketing at John Paul Mitchell Systems agreed that hair styling is very important to consumers "because it is a significant part of a person's overall look." "Getting a great cut is the foundation, but styling and finishing is what keeps hair looking great in between salon visits. And it's important that clients learn about the right products and techniques to achieve their favorite looks," she stated.

#### Frequent Fly-Aways

At the same time, marketers are targeting hair issues and have created products to solve problems such as frizzy, unruly, thin or damaged hair. Consumers are consistently looking for products that meet their hair needs.

"What's important is that the products do what they say they are going to do," said Rodney Cutler, owner, Cutler-Redken Salon, New York, NY. "Clients actually have the ability to achieve the desired look with a hair cut and great products. Ingredients need to be beneficial to hair as well as performance enhancing."

He explained that consumers should use cleansers that have conditioning agents, styling products that create hold without drying out hair and products that hold without creating build-up, flakiness or dryness.

Mr. Cutler's beliefs are reflected in the products his salon offers. According to the company, Cutler products combine proteins, vitamins and botanicals that are effective with runway models as well as the average woman.

The line includes a daily shampoo with fruit and flower extracts, conditioner to boost shine, extra gentle shampoo to rehydrate dry, damaged and color-treated hair, intensive conditioner to nourish and curling and straightening cream. The products retail from \$14 to \$17.

"In our fast-paced society, consumers expect and demand instant gratification as well as dependable performance that lasts," said Tamara Granger, senior academy manager, KPSS, Inc., North America.

Thomas Dewing a guest artist of Goldwell North America, Baltimore, MD, explained how Goldwell accomodates this time-limited society.

"Goldwell's technological advances are moving forward to keep up with the consumer demands and with a greater appeal to industry professionals."

#### Thin Isn't In

The waif look may be the norm in Hollywood but when it comes to hair, thicker is better. Maintaining and finding products to create desired looks for thin hair is a problem that many consumers struggle with. Women want thick, full, bouncy hair with a lot of volume that looks and feels healthy. Men, too, desire full and healthy hair.

"Today's main issue remains problematic hair: fine, thinning hair or erratic texture," stressed Michael O'Rourke, **Sexy Hair** Concepts, Chatsworth, CA. "People

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with fine hair want to add volume and lift without weighing the hair down, while people with erratic texture are often trying to control and smooth the hair."

Mr. O'Rourke added that people want to address their individual hair needs, but time is limited. He said that the issue is due to today's lifestyle.

"We are currently a very time-poor culture," he said. "**Sexy Hair** Concepts promises to address all of these issues by creating brands that address specific hair types and concerns. These products say what they do and they do what they say."

Big **Sexy Hair** provides volume, moisture and is color safe; Silky **Sexy Hair** refines erratic texture without weighing hair down; and Straight **Sexy Hair** smoothes and straightens while adding shine, according to the company.

Nioxin is well aware of the thinning hair problem, which is why the company is dedicated to helping consumers overcome it.

"Different hair types need to be addressed differently," said Donna Maggi, national performing artist, Nioxin, Atlanta, GA. "Consumers who have fine hair are looking for volume and shine. The challenge is that most conventional products weigh fine hair down and do not provide enough volume for the consumer to achieve the same results as their salon stylist."

Nioxin's new line, Volumizing Reflectives, creates volume for fine and fragile hair using the company's thickening technology, BioAmp, combines with glyco-proteins and amino acids. The line includes seven new products and, like all Nioxin products, are formulated with UVA and UVB inhibitors.

Ecrú New York products promise to meet consumer expectations. Their goal, according to Lisa Lobosco, artistic director, is "to provide an elegant, well-edited collection of products that treat and perform."

She said that Ecrú New York products create volume without alcohol, condition without wax and add brilliance without build-up.

"The products use skin care-like ingredients to treat the hair and scalp while also performing and creating beautiful healthy hair," she added.

Not So Slick

Another goal of consumers are lightweight products that create soft controlled hair. With natural looks, the products cannot be heavy or greasy.

Stephen MacDonough, managing director, Osmo Essence, UK, explained that consumers are looking for lightweight products to control frizz, are easy to wash out and give results.

"The products must allow for flexibility and allow hair to move," he said. "They are also looking for products that fight humidity and hold style."

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Osmo Essence products satisfy these consumer expectations, according to Mr. MacDonough. "Osmo Essence uses modern technology to give hold but still allow movement and flexibility. The products are pliable," he said.

He explained that all Osmo Essence formulas are based around lightweight molecules. Most of the styling products are designed to control frizz and calm hair. Aqua Wax/Hard and Shaper Maker are completely water soluble and wash out easily. Various Osmo Essence products, such as Blinding Shine Range and Aqua Wax give hair shine but for a matte finish, Osmo Essence Clay Wax is ideal.

"The biggest problems consumers face with regard to styling are understanding their hair type, understanding what works best for them and choosing the right products for the result they want," said Ms. Kovner. "The right tools and products are critical when styling hair," she stressed.

She explained that Paul Mitchell's categories system makes product choices easier to understand. Paul Mitchell categories include Moisture, Extra-Body, Smoothing, Color Care, Strength and Style. The system assists consumers in making choices based on the look they want.

#### Business In the Front

... Party in the back. While mullets most likely won't be back in style any time soon, (and hopefully, never) consumers are interested in hair styles that they can wear professionally as well as socially.

Ms. Maggi says that consumers will dictate their personal needs to a styling and maintenance regime according to their lifestyle.

"Trends will come and go," she said. "Classic styles will never leave. They will repeat themselves in fresher and newer ways. Consumers want beautiful looking hair. This year we are seeing a return to volume in the hair. From the professional world to their personal lives, consumers will keep searching for the perfect styling collection for their personal needs."

Mr. O'Rourke explained, "What's important is knowing that if the product doesn't address a person's specific needs with the features that are relevant to them, they'll move on quickly."

He said that **Sexy Hair** has a lot of experience in addressing individual hair needs, which has been one of the main forces behind the growth of the company and the development of its specific brands.

#### Frazzled and Fried

In addition to stylists' complaints that the average consumer doesn't know how to wash her hair properly, the most detrimental and long-term problem is the incessant damage they are causing to their tresses. With the constant use of the wrong products and styling with heat, such as hair dryers, straighteners and curling irons, hair can become increasingly weaker with easily broken strands and more split ends.



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ThermaFuse seeks to solve this burning issue with its HeatSmart Complex, a delivery system of silicon and wheat protein molecules that attach to hair and stay put. All ThermaFuse products contain the HeatSmart Complex, which was created to strengthen hair and infuse shine. According to the company, it works three times better at an elevated temperature than at room temperature and contains ceramide-2 and ceramide-6 to help replace the hair's natural ceramides that are often destroyed by heat.

"If you use a blow dryer, you're damaging your hair," said Mr. Stamey. "And there are very few consumers who don't blow out their hair."

He noted that statistics show as much as 70% of women claim to have some type of hair damage and men use a blow dryer as often as women.

"ThermaFuse products are scientifically formulated to address the special needs of consumers who use heat to style their hair. It's the only full line of care, conditioning, treatment, style and finishing products where each individual product acts synergistically with others to protect and repair heat-styled hair," he said.

He added that today's trends are all about change and ThermaFuse makes a range of styling products that allow the consumer to change their hair, almost at will.

"From Fixxe volume mousse to TAC texture taffy, Boost thickening spray to Straight smoothing balm, ThermaFuse has what everyone needs," he said.

Another company that claims to heal hair is L'Anza. Company executives insist that healing is the foundation for beautiful hair.

"Healing is extremely important today as more women expose their hair to damage-causing elements such as color-processing, chemical processing, heat appliances and harsh environmental elements," noted Bill Topolinski, vice president, marketing, L'Anza, Santa Monica, CA. "What's most important to note is that without healthy hair, it can be impossible to achieve desired looks with any styling product. Thus, healing products represent a prerequisite for all consumers prior to styling. Hairstyles change every season, however, healthy hair will always be in vogue."

According to the company, L'Anza's healing formulas deliver twice the healing power, combining time-released natural ingredients including botanical extracts, keratin amino acids and moisturizers with advanced scientific research.

Mr. Topolinski predicted the market will move toward deep treatments and anti-aging formulas. He said there will be an increase in demand and popularity for premium, diverse and specialized products as well as overall sustained growth.

"When it comes to beauty, consumers are willing to pay extra for products that truly deliver on performance and satisfy their needs and meet their expectations. Simply put ... they want products that work."

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### Kool Kids

Adults aren't the only ones who find hairstyle an important part of life. Children see their parents and other role models using products to enhance their looks and they want to do it too.

At the same time, parents are looking for products to make their children's hair more manageable and look presentable and neat. With children's delicate skin and hair, parents need to be cautious of the products they use.

Circle of Friends products are educational and promote diversity by introducing children to new friends from around the world. This allows them to learn about and appreciate the personal styles and cultures of others. Each product in the line is formulated with ingredients such as exotic botanical and fruit extracts, natural elements and fragrances. The products are gentle, tearless, free of sodium lauryl and laureth sulfate, and come in fragrances like chocolate, banana and orange.

"The trends range from natural, long and loose to spiked Mohawks," said Eleanor Keare, president, Circle of Friends, Santa Monica, CA. "The trends in children's hair care are very similar to those in adult hairstyles. However, a major difference between the adult and children's markets is novelty. Kids love fun and there will always be a place in the children's styling category for products like hard-hold gels and wash-out color that allow kids to be creative with their hair."

According to the company, the styling products don't leave product build-up. Circle of Friends' Erik's Shaping hair gel and Janaina's Mango Mousse foam are alcohol-free products that hold hair in place and give direction without build-up or crunchy hair. Janaina's Mango Mousse Foam is great for defining soft curls and Circle of Friends detanglers remove tangles while softening even the finest hair. Other Circle of Friends styling products include waxes, slickers, styling sticks and hairsprays that retail from \$7 to \$10.

Ms. Keare added, "Today's parents are looking for a softer hold and more natural look for their children's hair. Parents are also much smarter about ingredients and are seeking out products that are botanically based. The kids' category has seen tremendous growth in the past 10 years, with no signs of slowing down."

### The Hold Up

In general, the hair styling market hasn't significantly increased, but many are hopeful. They said that styling products will always be needed and the influx of education and accessible information regarding personal products will force marketers to create products that consumers are seeking.

"With the abundance of information we have at our fingertips these days, consumers are much savvier about the products they use and how they spend their money," noted Ms. Lobosco. "It's essential that hair products perform the way they say they will in order to build a loyal consumer following."

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Consumers don't want to fuss with numerous products for one hairstyle, and they won't use them if that's the case. They are concerned with convenience and simplicity, especially with their time-limited lives.

Mr. Markham explains the importance of working products that do what they promise to do. "It is all about value and performance, not price, especially when it affects them in an emotional way as hair care does."

Mr. Stamey's outlook on the industry is very positive. After all, he noted, "almost nothing can be created without styling products."

Here are the leading hair spray

products by dollar market

share for the year ended

Feb. 19, 2006. \*

Suave	\$20,556,020
Pantene Pro-V	\$20,320,270
Tresemme Tres Two	\$20,037,860
Pantene Pro V Classic	\$17,911,470
Sebastian Shaper	\$16,756,400
Rave	\$16,122,650
Clariol Herbal Essence	\$12,959,470
Aquanet	\$12,183,140
White Rain	\$12,012,280
Garnier Fructis Style	\$11,688,390

Here are the leading hair spray

vendors by dollar market

share for the year ended

Feb. 19, 2006. \*

Alberto-Culver Company	\$49,139,400
Helene Curtis Inds Inc.	\$47,259,200

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Procter & Gamble	\$39,683,030
Clarion Inc.	\$39,511,710
Sebastian Int'l	\$31,870,430
Cheesebrough Pond's USA	\$28,306,140
White Rain	\$21,505,750
Jahn Paul Mitchell Systems	\$13,554,290
CTNL Fragrances Ltd.	\$12,281,090
Garnier Inc.	\$11,688,390

\* In food, drug and mass merchandisers.

Note: Table made from bar graph.

Source: Information Resources Inc., Chicago, IL

(Excludes Wal-Mart sales)

----- INDEX REFERENCES -----

COMPANY: INFORMATION RESOURCES INC; PROCTER AND GAMBLE CO (THE)

NEWS SUBJECT: (Business Management (1BU42); Forecasts (1FO11); Economic Statistics (1EC52); Sales & Marketing (1MA51); Demographic Profiles (1DE65); Market Research (1MA99); Economics & Trade (1EC26); Economic Indicators (1EC19); Economic Forecasts (1EC64))

INDUSTRY: (Theoretical Analysis (1TH79); Chemicals (1CH04); Consumer Electronics (1CO61); Hair Dryers (1HA44); Small Electrical Appliances (1SM28); Waxes (1WA01); Home Appliances (1HO19); Consumer Products & Services (1CO62); Petrochemicals (1PE81); Commodity Chemicals (1CO31))

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Language: EN

OTHER INDEXING: (BIG SEXY HAIR; BLINDING SHINE RANGE; CHICAGO IL (EXCLUDES WAL MART; CLARION INC; CTNL FRAGRANCES LTD; CUTLER REDKEN SALON; EUROMONITOR INTL; GARNIER INC; HEATSMART COMPLEX; HELENE CURTIS INDS INC; INFORMATION RESOURCES INC; JAHN PAUL MITCHELL SYSTEMS; JOHN PAUL MITCHELL SYSTEMS; KPSS; PAUL MITCHELL; PROCTER GAMBLE; SEXY HAIR; SEXY HAIR CONCEPTS; SILKY SEXY HAIR; STRAIGHT; STRAIGHT SEXY HAIR; TAC; THERMAFUSE; TRENDS; UK) (Aqua Wax; Aquanet; Bill Topolinski; BioAmp; Cheesebrough Pond; Circle; Clariol Herbal Essence; Clients; Consumers; Cutler; Donna Maggi; Eleanor Keare; Essence Clay Wax; Feb;

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Frazzled; Frequent Fly; Garnier Fructis Style; Healing; Janaina; Jim Markham; Keare; Kool Kids; Kovner; Lisa Lobosco; Lobosco; MacDonough; Maggi; Markham; Michael O'Rourke; Mohawks; Mr. O'Rourke; Nina Kovner; Nioxin; O; Osmo; Osmo Essence; Pantene Pro; Party; PureOlogy; Rave; Rodney Cutler; Rourke; Santa Monica; Sebastian Int; Sebastian Shaper; Simply; Stamey; Stephen MacDonough; Strength; Style; Tamara Granger; Thomas Dewing; Topolinski; Tresemme Tres; Van Stamey; Volumizing Reflectives; White Rain) (United States)

KEYWORDS: ( Pharmaceuticals and cosmetics industries); ( Containers and packaging industries); ( Chemicals, plastics and rubber industries); ( Business); ( Advertising, marketing and public relations); (Market Research Services); (Marketing research firms)

COMPANY TERMS: INFORMATION RESOURCES INC

PRODUCT: Commercial Economic, Sociological & Educati; Marketing Research & Public Opinion Polling

SIC: 8732

NAICS CODE: 54191

TICKER SYMBOL: IRIC

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2006 WLNR 7552476

Household & Personal Products Industry  
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April 1, 2006

Volume 43; Issue 4

Sexy Hair concepts wants Americans to show off their sexiest hair in a reality contest. (Marketing News)

**Sexy Hair** Concepts wants Americans to show off their sexiest hair in a reality contest: The Show Off--Show Us Your **Sexy Hair** and Lather Yourself in Luxury.

Until May 31, contestants are invited to submit a photo of their **Sexy Hair** style online, in one of five **Sexy Hair** brand categories--Big, Short, Straight, Curly or Healthy **Sexy Hair**. The contest includes three rounds of competition and the grand-prize winner will be announced on Aug. 27, 2006 in Orlando, FL. The Grand Prize winner package includes a trip for two to the American Music Awards Show in LA and the official after party, a \$5000 shopping spree and one year of free **Sexy Hair** products. More info: [www.sexyhair.tv](http://www.sexyhair.tv).

---- INDEX REFERENCES ----

NEWS SUBJECT: (Business Management (1BU42); Sales & Marketing (1MA51))

Language: EN

OTHER INDEXING: (AMERICAN MUSIC; GRAND PRIZE; LA) (Lather; Sexy Hair; Sexy Hair Concepts)

KEYWORDS: ( Pharmaceuticals and cosmetics industries); ( Containers and packaging industries); ( Chemicals, plastics and rubber industries); ( Business); ( Advertising, marketing and public relations); (Americans)

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April 1, 2006

Volume 43; Issue 4

Sexy Hair & Leedz Salon aid Domestic Abuse Fund. (Photo News)

**Sexy Hair** Concepts and Leedz Salon & Spa recently hosted Hair Jam, a styling event where more than 50 models received the hottest looks of 2006. Held at Club Element in Ames, IA, the event featured 11 members of the Leedz Salon Design team and Kevin Griffith, national platform artist for **Sexy Hair**. Proceeds from Hair Jam benefitted Cut It Out, a non-profit program of Salons Against Domestic Abuse Fund dedicated to mobilizing salon professionals to fight domestic abuse across the U.S.

Pictured: Leedz Salon owner Doug Ziminski.

----- INDEX REFERENCES -----

Language: EN

OTHER INDEXING: (CLUB ELEMENT; HAIR JAM; LEEDZ SALON; SALONS; SEXY HAIR; SEXY HAIR CONCEPTS; SEXY HAIR LEEDZ SALON) (Domestic Abuse; Doug Ziminski; Held; Kevin Griffith; Photo News; Proceeds)

KEYWORDS: ( Pharmaceuticals and cosmetics industries); ( Containers and packaging industries); ( Chemicals, plastics and rubber industries); ( Business); ( Advertising, marketing and public relations); (Domestic Violence (Families); (Beauty Shops); (Domestic violence); (Beauty salons); (Family violence)

PRODUCT: Beauty Shops; All Other Justice, Public Order & Safety; Beauty Salons

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NAICS CODE: 92219; 812112

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ALLNEWS

3/10/06 Daily News (Los Angeles, CA) B1  
2006 WLNR 4072379

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March 10, 2006

Section: Business

TEACHING HAIRDOS AND DO NOTS

Brent Hopkins Staff Writer

TOPANGA - Michael O'Rourke grins broadly as "We Are The Champions" blares through the placid canyon air. The revolution - and the Institute of Courage - are coming.

In front of him, workers tote lumber and lay down mortar. The fireplace blazes, the gothic candles light up the richly plastered walls. This building is his dream, the culmination of years of work and thousands of blow-dries, spiked-dos and dye jobs.

At its antique tables, above its marbled floors, the manic South African plans to do nothing short of making the world a better place: through hair dressing.

"This industry has been very good to me; I've made an absolute fortune," said the chairman of Chatsworth-based **Sexy Hair** Concepts and founder of this striking new hair academy with the wild name. "Something like this doesn't make logical sense. I've put millions of dollars into here and I'll never make that back in my lifetime."

Nor does he seem to care - he actually seems enthusiastic about plowing \$4 million of his privately held company's capital into a '60s era Topanga Canyon home and carpentry shop to convert it into a state-of-the-art school that looks like something that would count Harry Potter among its students.

He hired a new president and chief executive officer away from L'Oreal just so he could devote more energy to the school. As he bought antique armoires and apothecaries, marble floors and Zen tea gardens, he hid them from his lieutenants, lest they remind him that he'd overspent again.

There is nothing subtle in O'Rourke's life, as one might expect from someone who runs a company that has both Sexy and Hair in the name. With a platinum blond soul patch beneath his lip and an oversized fisherman's cap hiding his spiky hair, he's always impeccably dressed, blending styles that range from



3/10/06 DAILYNEWCA B1

vampire superhero, slick businessman to member of the Jimi Hendrix Experience. He favors bold pronouncements, equating a trip to the salon with a trip to a psychologist's office.

When it came time to name his lifelong dream, where he'll teach the art of trimming locks, interacting with a client and designing a salon, there was no doubt that he'd give it such a flamboyant moniker.

"It's not an institute of hair, it's an institute of courage," said Donna Federici, **Sexy Hair's** senior vice president of sales and marketing.

"Hairdressers are artists, not businesspeople. He wants them to have what he has, so they can learn what it took to get where he did: courage."

O'Rourke grew up poor, raised in a convent in Zululand. He won national hairstyling competitions in the '60s and opened a thriving chain of salons in his homeland. He longed to come to America to ply his trade, stashing away \$5,000 that he could bring in during the business embargo of the Apartheid era and showing up in 1978.

With that few thousand dollars, he bought a rundown salon in Beverly Hills and hoped for the best. In the early days, he'd cut hair for free, working just for tips and word of mouth.

"When I bought it, I could see the guy run out in the street and yell: thank God I found this idiot from Africa who bought this damn thing," he recalled.

So he made a name for himself doing the hairstyles of the era, the Farrah, the Dorothy. No one, Federici said, could do a blow-dried Farrah like O'Rourke.

After building a second successful chain of salons, he jumped into the other side of the business, starting **Sexy Hair Concepts** in 1998. Within five years, he was reporting retail sales over \$120 million, posting an annual growth rate of over 70 percent.

But to him, the business was secondary to the art, the culture, the people of hairdressing. So when he had the money and the time, he decided to launch the institute.

"To work with him is a designer's dream," said Elaine Culotti, who is charged with filling the school with lavish antiques. "You don't have to sell your idea to convince him of anything."

O'Rourke didn't want this to be an ordinary hairstyling school. Twenty-four students at a time will pay \$1,000 apiece for the three-day courses. Limousines bring them from their hotel, they eat en masse at the vast banquet table and retire to the tea garden at the day's end to relax and philosophize on what they've learned.

They don't just learn how to hold a pair of scissors, they study the tai chi of how to let energy flow through them as they style locks. For artistic inspiration, they'll visit the Getty Center.

3/10/06 DAILYNEWCA B1

brent.hopkins(at)dailynews.com  
(818) 713-3738

3 photos

Photo:

(1 -- color) Michael O'Rourke, whose Chatsworth-based **Sexy Hair** Concepts has made him 'an absolute fortune,' is passing on his hair knowledge to others with a school where he will teach aspiring hairdressers. He calls it the Institute of Courage.

(2 -- color) Topanga Creek runs by the house Michael O'Rourke is renovating for his Institute of Courage.

(3 -- color) Michael O'Rourke is renovating a house in Topanga Canyon for a hair academy where he will teach aspiring hairdressers.

Michael Owen Baker/Staff Photographer

---- INDEX REFERENCES ----

INDUSTRY: (Forestry (1FO87); Forest Products (1FO02); Natural Resources (1NA60))

Language: EN

OTHER INDEXING: (APARTHEID; DOROTHY; FARRAH; GETTY CENTER; HAIR; INSTITUTE; INSTITUTE OF COURAGE; JIMI HENDRIX EXPERIENCE; SEXY; SEXY HAIR; SEXY HAIR CONCEPTS) (Donna Federici; Elaine Culotti; Federici; Harry Potter; Limousines; Michael; Michael O'Rourke; Michael Owen; O'Rourke; Rourke; TEACHING HAIRDOS; Topanga; Topanga Canyon; Twenty) (TOPANGA - MICHAEL O'ROURKE - INSTITUTE OF COURAGE - SCHOOL - CONSTRUCTION - PROFILE - SEXY HAIR CONCEPTS - VALLEY\ )

EDITION: Valley

Word Count: 1006

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2006 WLNR 3859376

Miami Herald (FL)  
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Section: E

FASHION/BEAUTY RX

The Problem: HAIR'S FLAT AS A BOARD

The Solutions:

Economy: Garnier Fructis Style Pure Fix Spray, \$3.99 (drugstores; garnier.com)

Stave off helmet head, or worse, with this new product, which contains fastening agents like micro-waxes. They're made from the kernels of mango and apricot seeds, which have super-duper moisturizing properties. Lemon fruit extract is added to the mix to help enhance shine, while polymers provide backup support.

Mid-priced: Samy Salon Systems Skyscraper Volumizing Spray, \$8.99 (CVS, Target, Walgreen stores; samysalon.com)

Need a quick pick-me-up? This stuff is like a shot of double espresso for your mane. Miami's famed one-named stylist tells you how to get even more oomph from above: "Apply mousse to while hair's still wet," Samy advises. "Blow-dry upside down, aiming the heat at the roots." Before raising noggin, spray, then flip.

Top of the Line: Big **Sexy Hair**, \$14 (JCPenney Styling Salon, Beauty Alliance, Wal-Mart; more stores:

sexyhairconcepts.com, 800-848-3383)

**Sexy Hair** is what a ton of stylists use to keep stars' locks living large on sets from shows like O.C, Desperate Housewives and Everybody Hates Chris. Why? Because it's quick-drying, long-lasting and pumps up the volume with ingredients like wheat protein. The innocuous scent won't overpower perfume, as some sprays -- cough -- do.

-- MADELEINE MARR

---- INDEX REFERENCES ----

COMPANY: SOLUTIONS; WAL MART STORES INC; WAL MART; CVS CORP

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STYLE; JCPENNEY STYLING SALON; RX; SAMY; SAMY SALON SYSTEMS; SEXY HAIR;  
SKYSCRAPER VOLUMIZING SPRAY; SOLUTIONS; TARGET WALGREEN; WAL MART) (Beauty  
Alliance; Desperate Housewives; Economy; Hates Chris; Lemon; Mid; O.; Stave;  
Top) (us; usa; na; us.fl; us.fl.miami)

KEYWORDS: (CT/lfl); (XC/NYSE); (CT/lfl.fas); (NT/Arts+Culture); (NT/  
Fashion+Beauty); (NT/Lifestyles); (SU/living)

TICKER SYMBOL: NYSE:WAG; NYSE:WMT

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2006 WLNR 2341932

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**February 10, 2006**

Section: B

Aberdeen: JCPenney stylist wins trip

From staff reports

Jennifer Cantalope of the JCPenney Salon in Aberdeen won a four-day, three-night trip to Los Angeles to attend advance training with the **Sexy Hair** Concepts Art Team.

She was one of 10 chosen nationwide for achieving top sales in **Sexy Hair** retail products throughout the entire JCPenney Salon Company.

The contest is sponsored by **Sexy Hair** Concepts and JCPenney Styling Salons.

Cantalope was also recently promoted to Master Designer. She has been with JCPenney Salon for eight years.

---- INDEX REFERENCES ----

REGION: (United Kingdom (1UN38); Scotland (1SC90); Europe (1EU83); England (1EN10); Western Europe (1WE41))

Language: EN

OTHER INDEXING: (ABERDEEN; ABERDEEN: JCPENNEY; JCPENNEY SALON; JCPENNEY SALON CO; JCPENNEY STYLING; SEXY HAIR; SEXY HAIR CONCEPTS; SEXY HAIR CONCEPTS ART) (Cantalope; Jennifer Cantalope) (Aberdeen; Los Angeles; us; usa; na; us.sd; us.sd.aberdn; gb; gbr; uk; eu; gb.scot; us.ca; gb.scot.aberde; us.ca.losang)

KEYWORDS: (CT/agr.com.bev.cfe); (CT/agr.com.bev); (CT/agr.com); (CT/agr); (NT/Crops); (NT/Farming); (NT/Obituaries); (SU/local)

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ALLNEWS

1/3/06 Mobile Reg. (AL) D1  
2006 WLNR 466314

Mobile Register (AL)

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January 3, 2006

Section: D

The best and worst tressed of 2005

DEBRA BRAGGS

The best and worst tressed of 2005 Here's a recap of last year's celebrity  
hairdos and don'ts, and a few styling tips from the pros By Debra Braggs Living  
Reporter

Before we start analyzing surveys, let me just say that Oprah is the queen of  
hair.

Like all of us, she's had a few bad hair days. But most of the time, O's  
hairstylist is at the top of the game.

From last year's flip to this year's tousled curls, the queen of talk has never  
been better tressed.

Now that my personal pick is out there, we can take a look at the Sally Beauty  
Company's annual "Best Tressed Survey."

The beauty company asked Americans to vote for the best and worst Hollywood  
hairstyles from the past year.

The final tally is in, and the luxurious locks of Catherine Zeta-Jones and  
George Clooney earned the coveted title of best female and male celebrity  
hairstyles of 2005.

Zeta-Jones' long, dark locks never seem out of place. Whether she is on the red  
carpet or running on the big screen, her free-flowing mane is always fantastic.

She says her secret is washing with beer and honey.

Clooney, the eternal "sexiest man alive," has appeared repeatedly on the best-  
tressed list among Hollywood's leading men.

Hollywood hairstylist George Carroll says Clooney's cropped hairstyle takes

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advantage of his natural wave and rugged good looks.

America apparently agrees.

Rounding out the top three in the "Best Male Hairstyle" category are Antonio Banderas and Matthew McConaughey.

Even with McConaughey's receding hairline and Banderas' sometimes too-greasy crown, these two can sport a short, curly crop better than most.

Among the women, model Tyra Banks and actress Eva Longoria ("Desperate Housewives") took spots two and three for the best hairstyles.

Props to Tyra for sporting a new style every week and being open and honest about how she got it. While everyone assumes the supermodel is working a weave, she told Essence magazine years ago that she prefers clip-in hairpieces.

"Weaves thinned my hair out and made the ends break off. They're also limiting. You have a middle or a side part, and that's it," Banks said. With clip-in hairpieces she says she can change her look everyday if she likes.

And this model is all about keeping it real when it comes to her beauty secrets.

"I have super dry skin and hair, so I need a lot of hydrating treatments. I think it's important to tell people about the tricks you use," Banks told Essence. "I want to let women know that this long hair didn't grow out of my scalp and they can have it, too."

If you're desperate for housewife hair you can have that, too.

Longoria says she keeps up her coif with Big **Sexy Hair** Spray and Play Hairspray.

"My hair is really heavy and this hairspray is strong enough to hold it, but light enough to keep the movement in," she said.

Of course, there are always those Hollywood hairstyles that we love to hate.

Diana Ross, for example, has been on the hairdon't list for decades. So, it's not surprising that her crowning glory placed second on the "Worst Female Hairstyle" list for 2005.

Lil' Kim and her ever-changing mane was number 3. But the real surprise was pop princess Britney Spears, who earned the No. 1 title this year.

Yes, Brit was named the Hollywood female with the worst hairstyle.

In her defense, carrying around the mother-load isn't an easy thing, and being the best tressed isn't always possible. I guess the public just couldn't handle seeing Brit with "bedhead."

Donald Trump is holding tight as the ruler of the worst tresses among men. All I

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can say is - why?

Rapper Snoop Dogg, known for his famous pigtails or single ponytail, earned the second spot in the bad hair lineup. And bringing up the rear was the Prince of Wales.

Prince Charles, in spite of rumors this summer that he may be wearing a hairpiece, failed to hide his tress distress. Americans just couldn't swallow his prickly, unkempt crown.

As for the Brits, they're still debating whether it is a wig or a weave.

According to the dailymail.com, Prince Charles is now flaunting a thick mop of hair, instead of his usual bald patch. The look sparked speculations that he may be wearing a wig.

Stylists also believe that the prince may have had a hair transplant or may be wearing a mini-wig made from real or fake hair.

Celebrity hairdresser Carmelo Guastella said he is convinced the prince has done something to hide his thinning locks. "He's clearly had something done and my guess is it's a transplant rather than a weave," he told London's Daily Telegraph.

A little fashion advice: Whether you choose a wig or a weave, you better work it if you want the people to believe.

(Write to Debra Braggs about your fashion dilemmas at Mobile Register, P.O. Box 2488, Mobile, AL 36652-2488 or e-mail her at dbraggs@mobileregister.com)

CUTLINES: They were voted the year's best ... Associated Press file photos

Oprah Winfrey is a star who knows the importance of changing hairstyles every few years, according to George Carroll, a stylist to the stars. Although she didn't make Sally Beauty Company's best hair list, many say she's the starlet with the coolest coif. Catherine Zeta-Jones was named the female celebrity with the best hairstyle in 2005. Her secret to maintaining that flowing mane? She washes it with beer and honey. Tyra Banks is the chameleon of cool coifs and a master at using hair pieces and weaves to achieve different looks. Her secret? She moisturizes and uses clip-in hairpieces instead of weaves.

Eva Longoria's sexy, desperate housewife hair is easy to achieve if you use the right styling products, according to Longoria. Her secret? Big Sexy Hairspray and Play Hairspray. George Clooney's close-cut and finger-combed hair works for all hair types, especially thick hair and curly or wavy hair. Stylists say to achieve his textured look, dab styling cream or foaming pomade through dry hair.

Antonio Banderas' thick, wavy hair is his trademark. For special occasions he prefers the smooth, straight, wet look. To get it, dab a straightening styling balm through damp hair and blow dry. Matthew McConaughey's ever-increasing hairline has balding men speculating about his miracle product. McConaughey credits the new growth to Regenix. ...and the rest



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(or, what happens when celebrity hair goes bad)

Prince Charles was voted into the third spot for the worst hair of 2005. It is rumored England's future king now has a hair transplant.

Britney Spears' stringy tresses won her the worst tressed female in 2005 distinction. Diana Ross has always had the hair we love to hate. She earned the second-place award for the worst celebrity hair in 2005.

Snoop Dogg's pigtails, ponytails, braids and buns all work against him when it comes to hair. His was voted the second-worst male celebrity hairstyle. Donald Trump needs to play a new card when it comes to his comb over. He was voted No. 1 for worst male hair in 2005.

Lil' Kim and her weird wigs and weaves earned her the third-place slot for the worst female hairstyles last year.

---- INDEX REFERENCES ----

INDUSTRY: (Entertainment (1EN08); Celebrities (1CE65))

REGION: (United Kingdom (1UN38); Europe (1EU83); England (1EN10); Western Europe (1WE41))

Language: EN

OTHER INDEXING: (DEBRA BRAGGS; DEBRA BRAGGS LIVING; HOLLYWOOD; LIL; OPRAH; SALLY BEAUTY CO; WRITE) (Antonio Banderas; Banderas; Banks; Brit; Britney Spears; Carmelo Guastella; Catherine Zeta; Charles; Clooney; Desperate Housewives; Diana Ross; Donald Trump; England; Eva Longoria; Female Hairstyle; George Carroll; George Carroll; George Clooney; Hair Spray; Longoria; Male Hairstyle; Matthew McConaughey; McConaughey; P.O. Box; Play Hairspray; Rapper Snoop Dogg; Rounding; Sexy Hairspray; Snoop Dogg; Tressed Survey; Tyra Banks; Weaves)

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Product Alert  
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Volume 34; Issue 21

Fresh Concepts Plum Straight Straightening Balm - Plum; Core Strength Firm Holding Gel - Apple/Orange; Massive A-Peel Volumizing Spray Mousse - Citrus; Pearspray Hairspray - Pear/Herb MANUFACTURER: Sexy Hair Concepts CATEGORY: 320 - Hair Styling Products. (Brief Article)

Chatsworth, CA-based **Sexy Hair Concepts** has launched its Fresh Concepts haircare line, said . . . . For the full new product report or sample retrieval information, please call: Marketing Intelligence Service, Ltd., (585) 374-6326.

---- INDEX REFERENCES ----

INDUSTRY: (Agriculture (1AG63); Agriculture, Food & Beverage (1AG53))

Language: EN

OTHER INDEXING: (CORE STRENGTH FIRM HOLDING GEL; FRESH CONCEPTS; FRESH CONCEPTS PLUM STRAIGHT STRAIGHTENING BALM; PEARSpray HAIRSPRAY; SEXY HAIR CONCEPTS) (Chatsworth) (Toiletries industry (Product introduction)) (Trade; Brief Article) (Advertising, marketing and public relations (ADV); Business (BUSN)) (Product introduction (336)) (United States (1USA))

COMPANY TERMS: SEXY HAIR CONCEPTS (Product introduction)

PRODUCT: Toilet preparations

SIC: 2844

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ALLNEWS

10/21/04 Boston Herald 48  
2004 WLNR 3627675

Boston Herald (MA)

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October 21, 2004

Section: edg

SENSE OF STYLE; Unleashing the inner vixen; Four steps to sexy, messy tresses

Jill Radsken

Celebrity stylist Michael O'Rourke has helped glam up the ladies of "The O.C." So it's no wonder one of his hottest looks this season could be called O.C. As in, out of control.

O'Rourke was in town this week to demonstrate some of fall's sexiest hairstyles: the Starlight Princess, a part up 'do, part cascade of braids; the Unstraight Rag Doll; and "The O.C.'s" unstructured Vixen.

"The mess is calculated," said the South African-born O'Rourke, referring to the Vixen look.

O'Rourke launched **Sexy Hair Concepts** seven years ago. Since then, the product line has become a Hollywood favorite among stylists for shows such as "Desperate Housewives" and "American Dreams."

But as much as O'Rourke enjoys glamming up leading ladies, he prefers primping the everyday woman who, he says, never wants her hair to be as tailored as her clothing.

"Underneath it all, she wants to take it to the next level," he said.

For that woman who dares to go dangerous, here's the step-by-step guide to becoming a Vixen:

**STEP ONE:** Start with a textured haircut. It should be irregular - full of uneven layers. O'Rourke said the "ragging" effect - especially cutting different lengths at the base of the neck - gives a softer look.

Be careful not to overcut. "It's how much you take off AND how much you leave," he said.

**STEP TWO:** Blow dry your hair, agitating the roots with the tips of your fingers.

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STEP THREE: Flip your head over and use Big Sexy Hair's Flip It Over to create thickness and volume.

Flip your head back and finger detail small sections of hair. Add a few knots if you so desire.

O'Rourke said this step is for the woman who "wants to be a vixen, but she's scared to go all the way."

STEP FOUR: Take it over the top with heavy doses of ragging and back-combing. Tease the hair up with a comb and then finger pieces into place.

You know you hit it right when onlookers can't decide if it looks like "a mess or magnificent."

"The back still has discipline and structure," O'Rourke said. "But (the front says), 'look at me. I'm going to freak you out.' "

Staff photos by Ted Fitzgerald

---- INDEX REFERENCES ----

Language: EN

OTHER INDEXING: (HOLLYWOOD; UNSTRAIGHT RAG DOLL) (Add; Celebrity; Flip; Michael O'Rourke; O'Rourke; Rourke; Sexy Hair; Sexy Hair Concepts; Staff; Tease; Ted Fitzgerald)

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July 10, 2004

Section: C - BUSINESS

INSIDE BUSINESS

Herald hires three new staff members

Jason Melin has recently joined Agweek magazine as sales manager. Originally from Ada, Minn., Jason graduated in Marketing and Sales from Northwest Technical College in Bemidji. Jason recently relocated to the Red River Valley after working in advertising and sales in the Minneapolis/St. Paul area. Agweek, published by the Herald, is a weekly agriculture publication that is distributed to farmers and ranchers throughout Montana, North Dakota, South Dakota, western Minnesota and southern Canada.

Jeremy Hanson recently joined the Herald Advertising Department as an account executive. Originally from Crookston, Jeremy worked in sales and recruiting in the St. Paul area before relocating to Grand Forks. Jeremy received his degree from Bemidji State University. In his position with the Herald, Jeremy will be working with clients in Grand Forks and East Grand Forks to develop advertising and marketing programs to meet their individual needs and specific goals.

Rachel Kmecik recently joined the Herald Advertising Department as account executive. Originally from Tabor, Minn., Rachel received her BBA from UND. Before joining the Herald, Rachel was a cosmetic manager for Marshall Fields. In her position with the Herald, Rachel will be working with clients in Grand Forks and East Grand Forks to develop advertising and marketing programs to meet their individual needs and specific goals.

Herald reporter receives honor

Paulette Tobin, a reporter for the Herald, was recognized by the North Dakota Education Association during its representative assembly with the 2004 NDEA Media Award. She was nominated by the Grand Forks Education Association.

Tobin covers education, teen news and special events, and coordinates the Herald's Teen Page.

Sondreal takes massage position

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Brittany Sondreal has joined Active Life Therapeutic Massage in Grand Forks as an independent licensed massage therapist.

She is a graduate of Aveda Institute, Minneapolis, where she specialized in relaxation, deep tissue, trigger point and aroma therapy.

Billings honored at Farm Credit

Farm Credit Services of Grand Forks recently honored Ruth Billings for 25 years of service to the company. Billings started as a loan officer in the Cando PCA office in the early 1970s. She currently works as an accounting specialist in the Grafton FCS Office.

Billings and her husband, Dan, have two grown children.

Beaudry interns at Farm Credit

Derek Beaudry has accepted an internship position at Farm Credit Services in Grand Forks.

During his three-month internship, Beaudry will spend most of his time working in credit and traveling with financial officers from different branches across the association. As time permits, he will work on special projects with insurance, tax and records, marketing and agribusiness.

Beaudry plans to graduate from Mayville (N.D.) State University in December with a bachelor's degree in business administration. His specialization is information technology and finance.

Community Bank promotes, hires staff

Community Bank of the Red River Valley has named Carol Wiebusch as a commercial loan associate. A Bismarck native, Wiebusch earned her bachelor's in finance in 1981 from Moorhead State University. She previously worked at Noridian as an appeals examiner processing Medicare claims.

Nathan Olson has joined the bank as a credit analyst. A Velva, N.D. native, Olson earned his bachelor's degree in finance in December 2003 from the University of Minnesota-Crookston.

Rendahl to attend seminar

Stephen Rendahl, a professor in UND's School of Communication, will participate in the National Communication Association's Hope Institute for Faculty Development, July 19 to 24, on the Luther College campus in Decorah, Iowa.

The annual institute is an assembly of many of the nation's top scholars and teachers of communication, communication studies and linguistics.

Safranski to attend seminar

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Jill Safranski, a senior designer at the JCPenney Salon in Grand Forks, has been selected to attend the Sexy Hair Art Team Training in Los Angeles in July.

The training will be hosted by Michael O'Rourke, CEO and founder of **Sexy Hair Concepts**. He will teach his new fall haircut using the "Structure in Motion" technique, new products and more.

Safranski is a specialist in the **Sexy Hair Concepts** line and provides training and product knowledge to other JCPenney stylists. She has been with the company since 2001.

Carter named to mental health panel

Gov. Tim Pawlenty recently announced the appointment of Mona Carter to the State Advisory Council on Mental Health.

Mona Carter of Bemidji is a real estate sales agent for WHY USA Northern Exposure Realty. She also serves as a member of the Bemidji School Board. Carter is appointed to a council position for a parent of a child with mental illness. She will serve a four-year term that ends Jan. 1, 2007. Carter replaces Lisa Lopez on the Council.

The State Advisory Council on Mental Health advises the governor, the Legislature, and state agency heads about policy, programs and services affecting people with mental illness. The council, made up of 30 members appointed by the governor, also educates the public about mental illness.

Theige directs UND med school in Fargo

Dr. David Theige of Fargo has been named director of the internal medicine residency program at the UND School of Medicine and Health Sciences' Southeast Campus, based in Fargo. His appointment was effective July 1.

Theige was selected for the position based on the "outstanding national reputation he has earned in both undergraduate and graduate medical education," said Dr. William Newman, chair of the school's Department of Internal Medicine.

After earning his doctor of medicine degree from the UND medical school in 1985, Theige went on to complete his internal medicine residency training in the UND program he now directs.

He has been a member of the UND medical school faculty since 1989, when he joined the school as clerkship director in internal medicine. He also served as president of the national clerkship directors' organization from 1988 to 1999.

At the UND medical school, he served as assistant dean for clinical education and director of clinical education. Most recently, he has filled the role of program director for the transitional, one-year, residency program and assistant program director of the internal medicine residency program.

Douglas accepted into clerk academy

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Marcy Douglas, CMC, city auditor at Northwood, N.D. has been accepted into the first level membership of the International Institute of Municipal Clerks Master Municipal Court Academy.

The academy was established to further professional education of municipal clerks and to enhance their skills as needed to meet the challenges of the office of municipal clerk.

Douglas has been employed with the city of Northwood since February 1997, serving as city auditor. She received the IIMC Certified Municipal Clerk's Award in April 2001 and was accepted into the IIMC Master Municipal Clerk Academy program in April 2002. She has continued her education by completing IIMC-approved Educational Programs conducted by the Center for Extended Learning, Minot (N.D.) State University, earning her bachelor's degree in management from the University of Mary and completing other seminars and conferences related to local government.

Douglas is a member of the IIMC, served as public relations director for the North Dakota Municipal Finance Officers Association and served as vice president of the North Dakota Association for Municipal Power Systems.

NDACo recognizes Kinsala, Miller

Two local county officials were recognized at the 2004 North Dakota County Treasurers Convention in Rugby, N.D., on June 17.

Sharon Kinsala, Walsh County Auditor received a pin. She earned 39.5 hours of education and training through the Institute of Local Government, the education arm of the Association of Counties.

Jean Miller, Nelson County Treasurer, received a pen at the convention. Miller earned 101.5 hours of education and training through the ILG.

MNDOT engineer Gjovik to retire

The Minnesota Department of Transportation announced the upcoming retirement of its Northwest District Engineer Wesley Gjovik, effective July 30.

Gjovik is retiring after more than 35 years of service as a registered professional engineer with the MnDOT.

A native of Greenbush, Minn., he began his career as a highway technician in the St. Paul area in 1964. He entered the civil engineering program at the University of Minnesota in 1966 and graduated in 1970. He continued his employment with the department in the Thief River Falls Construction office, and in 1979 he took a leave of absence from MnDOT and served as the Red Lake County Engineer and later as the Pennington County engineer. He returned to MnDOT in 1985 and served as the resident engineer in the Thief River Falls office until his transfer to MnDOT's District 7 in Mankato, Minn., where he served as area maintenance engineer. He returned to the Northwest District in 2000 as the district engineer.



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A retirement dinner will be held in his honor July 22 in Bemidji. For information on attending, contact Jean Bahr at (218) 755-3815.

#### Lindgren joins N.D. Forest Service

Bonita Lindgren has been named community planning specialist for the North Dakota Forest Service. She assumed her duties May 25 in Bismarck.

Lindgren will be responsible for assisting communities, counties, tribal governments and fire districts with community action plan assessments, planning and implementation efforts. She will help with identifying opportunities to create and diversify economic options in local communities using smaller diameter forestry material and traditionally underutilized wood products from hazardous fuels reduction.

A native of Maddock, N.D., Lindgren has an undergraduate degree in rural sociology from South Dakota State University and a master's degree in social work from Florida State University. She has operated a private counseling practice and recently worked as a team leader of crisis counseling during the Devils Lake flooding.

#### Gross promoted in Conrad's office

Tracee Gross, a Grafton, N.D. native, was recently promoted to deputy legislative director for Sen. Kent Conrad, D-N.D. In this position, she will continue to handle her own portfolio of legislative issues, but will also be responsible for the senator's overall legislative priorities as well as training and supervising staff.

Gross began working for Rep. Earl Pomeroy in Washington, D.C., after graduating from Utah State University in 1995. In January 2002, Gross joined Conrad's staff as a legislative assistant handling appropriations, water resources and the Indian Affairs Committee.

Conrad has had numerous legislative victories in areas handled by Gross, including securing approval for the Corps of Engineers to construct an outlet for Devils Lake. Gross has also worked with Sen. Conrad to secure funding for the Lewis and Clark Legacy Trail.

#### Larsen travels to U.S. Capitol

Mark A. Larsen, the Grand Forks representative for the financial services firm Edward Jones, recently met with legislators in Washington, D.C., to seek continuing support for incentives to encourage savings and broaden retirement plan coverage.

Larsen is one of 58 investment representatives chosen from among the firm's more than 9,000 employees to travel to Washington, D.C. to lobby on behalf of individual investors. Larsen does this as a member of the firm's Grassroots Task Force, a group dedicated to voicing the investment concerns of individual investors to local, state and national lawmakers.

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### Henningson Cold Storage recognized

The National Frozen and Refrigerated Foods Association recently announced it has awarded its Certificate of Excellence to Henningsen Cold Storage in Grand Forks.

Warehouse, distributor and manufacturer members of the NFRA who successfully meet rigid health, sanitation and operational standards during an on-site warehouse inspection conducted by the ASI Food Safety Consultants receive the certificate. Awarded on June 7, 2004, the certificate of excellence is in effect one year from that date, at which time the facility may undergo a complete follow-up inspection to determine renewal.

### Altru announces board officers

Altru Health Foundation recently announced its officers for their board of directors: Maury Finney, chair, Gordon Myerchin, vice chair, and Tim Fairchild, secretary/treasurer.

Maury Finney, past owner of Maurys, chairs the board. Since retirement, he has continued his involvement in music and restoring classic cars. Finney is also involved in development projects in the East Grand Forks area. He is married to Faith Finney.

Gordon Myerchin, an attorney and partner with Camrud, Maddock, Olson & Larson Ltd., was appointed vice chairperson of the board. Myerchin has been in practice in Grand Forks with the Camrud law firm since 1975. He is a board member of the North Dakota Health Council, the North Dakota Department of Health's advisory body that monitors overall health care costs and quality of health care in North Dakota, and is a member of the American Health Lawyers Association. He is married to Karen Myerchin.

Tim Fairchild, president of American Federal Bank for the Greater Grand Forks market, serves as secretary/treasurer for the board. Fairchild has worked in banking in this area for 26 years, serving American Federal Bank for 11 of those years. He serves on the board of the Grand Forks Chamber of Commerce, belongs to Rotary and East Grand Forks Chamber of Commerce, serves on the East Grand Forks Library Board, the Bethany Lutheran Church Board, Special Olympics of North Dakota Finance Committee, and is treasurer for United Way. He and his wife Marva, an East Grand Forks middle school counselor, have three children: Rita, Charles and Alexandra.

Altru Health Foundation is the nonprofit fund raising arm of Altru Health System. Established in 1983, the Foundation exists to encourage and secure voluntary donations and grants to support funding of more than 100 patient care programs and services at Altru Health System.

Submissions will be printed as room is available. We reserve the right to edit any and all submissions. For information, call (701) 780-1248.

\* By mail: Saturday Business Section, Box 6008, Grand Forks ND 58206-6008. All submissions must be typed. Photos will not be returned without a self-stamped

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Brittany Sondreal; Carol Wiebusch; Carter; Conrad; Dan; David Theige; Derek Beaudry; Douglas; Earl Pomeroy; Educational Programs; Fairchild; Faith Finney; Finney; Gjovik; Gordon Myerchin; Gov; Gross; Henningsen Cold Storage; Henningson Cold Storage; Herald; INSIDE BUSINESS; Jason; Jason Melin; Jean Bahr; Jean Miller; Jeremy; Jeremy Hanson; Jill Safranski; Karen Myerchin; Kent Conrad; Label; Larsen; Lindgren; Lisa Lopez; Marcy Douglas; Mark A. Larsen; Maury Finney; Michael O'Rourke; Miller; Mona Carter; Myerchin; Nathan Olson; NDACo recognizes Kinsala; Olson; Originally; Paulette Tobin; Rachel; Rachel Kmecik; Rendahl; Ruth Billings; Safranski; Sharon Kinsala; Sondreal; Southeast Campus; Special Olympics; Stephen Rendahl; Text; Theige; Tim Fairchild; Tim Pawlenty; Tobin; Tracee Gross; Wesley Gjovik; Wiebusch; William Newman)

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Cleveland Plain Dealer  
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**April 21, 2004**

Section: Spring Fashion

Big, bouncy hair is back  
Laura DeMarco  
Credits, Plain Dealer Reporter

#### SPRING HAIR AND MAKEUP

Put away those old flatirons. Bigger is better for hair this spring.

After years of straight-hair supremacy, big, bouncy hair is back on the runways, in the salons and on the streets.

For so long we tried to get hair smooth and sleek and straight now it s time for a change, says Matthew Neff, director stylist at Dino Palmieri salon at the Galleria.

Bigger hair with body is coming back. Curl is definitely coming back. But it s not the frizzy bouffant hair of the 80s sleek is still in.

Exaggerated hair topped spring runways worldwide, showing roots in the 1950s and 70s.

Screen-goddess, glamour-girl waves, a la Sophia Loren and Brigitte Bardot, were the style at Versace. Big, bold Afros were the rage at YSL Rive Gauche. Carolina Herrera s models wore soft, tied-back curls. Missoni s models wore huge, teased disco-era styles parted down the middle.

And the always-extreme John Galliano displayed enormous, ratty beehives on his models at Dior.

Stars bulking up include hair icon Jennifer Aniston, who s wearing big, loose, layered curls with her new bangs. Carmen Electra went for a Farrah Fawcett feathered do at the Grammys this February. Sarah Jessica Parker is sporting her natural curls loose and carefree. And Catherine Zeta-Jones glam, retro waves at the Academy Awards were Oscar-worthy.

The look is quickly trickling down from these fashion-page regulars, too.

4/21/04 PLDLCL S5

People are coming in and wanting more of the messy, full hair that they're starting to see in TV and magazines, says Neff. Even short-haired women are aiming big, a la Marilyn Monroe's styled curls.

But can the average nonstar get big hair at home?

No problem, says Neff. All it takes is a little know-how and a few products.

He recommends Velcro rollers, curling irons and beveled flatirons to create the curls not the hot rollers of the past.

On the product front, he praises the **Sexy Hair** Concepts lines, which includes Big **Sexy Hair** Root Plump Plus (great for curly or straight hair), Big **Sexy Hair** Big Shine Spray (it doesn't weigh hair down at all) and Big **Sexy Hair** Flip It Over Full & Wild Spray.

Neff particularly likes the What a Tease backcomb spray.

You just spray it on and it gives you so much oomph, he says. It's better than teasing.

But don't let the word tease fool you. This isn't your mom's, or older sister's, big hair.

This is not the hard Aqua-rock look of the past, explains Neff. This is a softer just got up style.

To reach this Plain Dealer reporter: ldemarco@plaind.com, 216-999-4577

DALE OMORI / THE PLAIN DEALER Big hair, whether straight or wavy, is the look of the season. This hairstyle is by Matt Neff, style director at Dino Palmieri at the Galleria in Cleveland. The model's makeup - complete with spring's bright-eyed look - is by Marie DePerro, manager of the MAC Cosmetics store at Tower City Center in Cleveland.

---- INDEX REFERENCES ----

INDUSTRY: (Consumer Products & Services (1C062); Personal Care & Beauty Aids (1PE87))

REGION: (USA (1US73); Americas (1AM92); Ohio (1OH35); North America (1NO39))

Language: EN

OTHER INDEXING: (BIG; DALE; FARRAH FAWCETT; FULL WILD SPRAY; PLAIN; SEXY HAIR BIG SHINE SHINE SPRAY; SEXY HAIR CONCEPTS; SOPHIA; SPRING; TEASE; TV; YSL RIVE GAUCHE) (Bigger; Brigitte Bardot; Carmen Electra; Carolina Herrera; Hair Flip; Jennifer Aniston; John Galliano; Marie DePerro; Matt Neff; Matthew Neff; Missoni; Neff; Sarah Jessica Parker; Screen; Stars)

EDITION: Final

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Global Cosmetic Industry  
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Wednesday, October 1, 2003

ISSN: 1523-9470; Volume 171; Issue 10

Salon connection. (Street Level) (Sexy Hair Concepts)

**Sexy Hair Concepts** now sponsors **In Our Salon**, JCPenney's bimonthly magazine targeting the hairdresser community. As of July, the department store carries three **Sexy Hair** brands, including the Big, Short and Healthy lines. "As JCPenney's marketing strategy targets a new and hipper clientele, **Sexy Hair Concepts** is the perfect match for JCPenney salons," said Michael O'Rourke, CEO of **Sexy Hair Concepts**.

---- INDEX REFERENCES ----

COMPANY: JC Penney Company Inc (PENYJC)

NEWS SUBJECT: (Earnings (C151); Funding/Capital (C17); Marketing (C31); Advertising (C32); Management Issues (C41); Corporate/Industrial News (CCAT); Political/General News (GCAT); Performance (C15))

INDUSTRY: (Pharmaceuticals (I257); Skin Care Products (I2583); Magazine Publishing (I4752); Beauty/Personal Care (I98201); Chemicals (I25); Soaps/Cosmetics (I258); Printing/Publishing (I475); Retail (I64); Mixed Retailing (I656); Department Stores (I6560002); Business/Consumer Services (IBCS); Consumer Products (ICNP); Media (IMED))

OTHER INDEXING: United; States; Trade; Magazine/Journal; Any type of business; Pharmaceuticals and Cosmetics; Periodicals; Toilet preparations; Periodicals; Hair Preparations; Periodical Publishers; Toilet Preparation Manufacturing; Periodicals - Finance; Hair preparations - Marketing; Corporate sponsorship - Marketing; Beauticians - Marketing; Company financing; Company marketing practices; Financial management; Marketing procedures; **Sexy Hair Concepts** - Marketing

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The Post and Courier (Charleston, SC)

September 12, 2003 Friday FINAL Edition

**SECTION:** FASHION; Pg. 1D

**LENGTH:** 562 words

**HEADLINE:** CLOTHES ENCOUNTERS

**BYLINE:** MINDY SPAR Of The Post and Courier Staff

**BODY:**

**SAKS APPEAL:** September is a busy month at Saks Fifth Avenue, 211 King St. For starters, view the Special Occasion Collection today and Saturday from 10 a.m. to 6 p.m. in the 5th Avenue Club. Designers previewed include Tom & Linda Platt, Reem Acra, Sunny Choi, Vera Wang and Christian A. Appointments are recommended and can be made by calling 805-1111.

Sept. 15-17 there will be an Adrienne Landau trunk show also in the 5th Avenue Club.

**KEY TO THE CURE:** Saks is also gearing up for its annual Key to the Cure. The shopping event, to benefit women's cancer research, will be held Sept. 17-20. To help raise awareness for all women's cancers, Saks Fifth Avenue Charleston and the Entertainment Industry Foundation have teamed with Susan G. Komen Breast Cancer Foundation in Charleston to host the national shopping weekend with a variety of activities at the store.

This year's Key to the Cure T-shirt was designed by Stella McCartney, and 100 percent of its \$29 retail price will go to charity.

The festivities continue all weekend, and Sept. 20 will prove to be a lot of fun with the Club SFA fashion experience in contemporary sportswear with a DJ, a preview of fall fashion trends and the M.A.C. cosmetic artists.

**BOUQUET OF HOPE:** Charleston's own Mary Norton of Moo Roo Handbags has designed a limited-edition bag to benefit breast cancer research. Norton will make a personal appearance at Saks Fifth Avenue in Manhattan during the store's Fashion Targets Breast Cancer Week to showcase her fall collection, as well as the Bouquet of Hope bag.

This special evening bag is embellished with a bouquet of enameled and jeweled flowers held together with the breast cancer pink ribbon. There will only be 100 of these limited-edition bags available with half of the profits going to breast cancer research.

The bags will be available at the Moo Roo store at 316 King St.

**TRUNK SHOW:** Copper Penny will hold a Lafayette 148 trunk show from 10 a.m. to 6 p.m. Monday at the shop in Northcutt Plaza, 280 W. Coleman Blvd., Mount Pleasant. The fall 2003 line features beautiful fabrics in day to evening styles. For more information, call 881-3497.

**SHORT SEXY HAIR:** When Sexy Hair Concepts challenged hair stylists across the country to come up with a short, sexy hairstyle, Frances Dubose and Stephanie McCrary, of London Hair in Mount Pleasant, answered the call and they won. The pair were two of 10 winners in the "Short on Cash — Show Us Your Short Sexy Hair Contest." In fact, Dubose won for two of her designs.

The winners were chosen on the basis of originality, style and creativity. Hairstylists entered the Short on Cash contest by submitting a photo of their client showcasing a hairstyle they created using two or more Short Sexy Hair products.

London Hair is in the Queensboro Shopping Center in Mount Pleasant.



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**MENSWEAR IN TOWNE CENTRE:** Jos. A. Bank Clothiers is scheduled to open its 184th store and first in the area at Mount Pleasant Towne Centre today. The store is known for its selection of traditional menswear from suits to casual weekend wear. One of the company's innovations is the Jos. A. Bank Trio Suit that comes with an extra pair of pants, giving the wearer two options, a suit or a casual outfit, in one.

The new store's hours are Monday through Saturday 10 a.m. to 9 p.m. and Sunday noon to 6 p.m.

**LOAD-DATE:** September 15, 2003



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Product Alert

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Monday, July 28, 2003

ISSN: 0740-3801; Volume 33; Issue 14

Short **Sexy** Hair Play Dirty Wax Master Dry Wax; Rough and Ready Styling Gunk;  
What a Body Ultra Bodifying Blow Dry Gel MANUFACTURER: **Sexy** Hair Concepts  
CATEGORY: 320 - Hair Styling Products.

Chatsworth, CA-based **Sexy** Hair Concepts introduces new products to its Short **Sexy** Hair line. Play Dirty Wax Master Dry Wax is available in a 4.4 oz. metal container. It is said to offer weightless texture and medium hold without a sticky mess. "Aloe vera juice, lavender oil and glycerin condition hair as the product styles." The suggested retail price is \$15.35. Rough and Ready Styling Gunk is claimed to use sorbitol for thickening and keratin amino acids for strengthening. The "alcohol-free" What a Body Ultra Bodifying Blow Dry Gel is said to be a light gel that won't flake and leaves hair soft and shiny without feeling tacky. For sample retrieval information, please call: Marketing Intelligence Service, Ltd., (585) 374-6326.

----- INDEX REFERENCES -----

NEWS SUBJECT: (New Products/Services (C22); Corporate/Industrial News (CCAT))

INDUSTRY: (Chemicals (I25); Soaps/Cosmetics (I258); Consumer Products (ICNP); Hair Care Products (IHAIR))

REGION: (North American Countries (NAMZ); United States (USA))

OTHER INDEXING: Corporate/Industrial News; New Products/Services; United States; North American Countries; Chemicals; Soaps/Cosmetics; Consumer Products; Hair Care Products; ZT-FTN; Consumer Non-Cyclical; Cosmetics & Personal Care; Consumer Products; English language content; New Products and Services; United States; NCY; COS; DCP; ENGL; PDT; US

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6/28/03 L.A. Daily News B1  
2003 WL 5680166  
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Los Angeles Daily News  
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Saturday, June 28, 2003

Business

**SEXY HAIR NETS PENNEY'S CHAIN'S SALONS WILL USE, SELL FIRM'S DESIGNER PRODUCTS**  
Brent Hopkins Staff Writer

CHATSWORTH - Michael O'Rourke thinks this deal is bigger than a beehive hairdo. Next month his company, **Sexy Hair Concepts**, will ship its shiny cans of hair spray and plump bottles of shampoo to more than 600 JCPenney salons nationwide. The partnership, which O'Rourke, the company's chief executive, terms "huge," puts the rapidly growing hair-care products developer in front of thousands of new consumers.

"Take the salon base, then multiply that by five or six hairdressers in each salon," he said, eyes gleaming. "Then multiply that by the 20 to 30 consumers they do a week. That's tremendous marketing power."

A former salon owner and hairdresser, O'Rourke formed **Sexy Hair** in 1999, looking to develop professional-quality products for stylists with a trendy edge. Housed in striking, metallic red, blue and chrome containers, the sprays and shampoos have become strong sellers for his privately held firm. He estimates annual retail sales have hit \$120 million, with a 73 percent annual growth rate in the past two years.

"We think they're one of the most exciting companies to emerge in the professional market," said Steven Casciola, publisher and editor of *Salon City Star*, a bimonthly beauty industry magazine. "They've started with the end-user in mind and worked backward to create an appealing image, but also managed to ignite the passion and loyalties of the professional market, which isn't an easy task."

Much of that passion stems from O'Rourke himself. An animated, dapper South African, he straddles the line between businessman and showman, splitting time between his industrial offices in Chatsworth and international product demonstrations. His fashion sense reflects this duality, as he pairs a traditional dark suit with a tribal bracelet. The beaded string around his wrist bears the word *thembeke*, Swahili for loyalty, which he says illustrates the close-knit nature of his firm. Hair explodes off his scalp, sculpted with ample amounts of his own products.

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6/28/03 LADLYNWS B1

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"If I'm meeting with lawyers, I do my hair back and wear a suit," he said. "If I'm meeting with hairdressers, I wear boots, wild sunglasses and funk my hair up."

The trendy edge led JCPenney to stock his wares, adding the Big, Short and Healthy **Sexy** Hair lines. Targeting women from ages 18 to 54, with annual incomes of \$25,000 to \$75,000, the in-store salons are aiming for a hipper image than in past years, according to Paula Malloy, marketing manager for the department store's salon division.

"They're very fun products," Malloy said. "I believe stylist recommendation is very important, but in a large salon like JCPenney, the products need to speak to the consumer as well. And they really do - if you have short hair, they have Short **Sexy** Hair. If you have big hair, then they've got Big **Sexy** Hair."

Even several years ago, JCPenney would have been an odd fit for a fashion-forward brand, but the Plano, Texas-based retailer has seen dramatic changes under the guidance of Allen Questrom, chairman and chief executive officer. On his watch, retail experts have taken notice as the century-old chain has begun stocking brands like Bisou Bisou and developed into a trendier option for young consumers.

"Penney's has always been more fashionable than Sears or Montgomery Wards was," said C. Britt Beemer, chairman of America's Research Group. "But what they've been trying to do is go back to a fashionable base to compete more aggressively. They're showing consumers much better looking merchandise than they used to."

Though his marketing team has been able to maneuver the products into the hands of Hollywood stylists - they boast hairdressers for "Pirates of the Caribbean" and "Legally Blonde" as clients - the products retain fairly low retail prices. A bottle of shampoo costs \$6.50, while a can of spray goes for \$11.50.

Brent Hopkins, (818) 713-3738

brent.hopkins(at)dailynews.com

TABULAR OR GRAPHIC MATERIAL SET FORTH IN THIS DOCUMENT IS NOT DISPLAYABLE

2 photos; Caption: Photo: (1 -- color) Former salon owner and hairdresser Michael O'Rourke formed **Sexy** Hair in 1999, looking to develop professional-quality products for stylists with a trendy edge. He estimates annual retail sales have hit \$120 million. (2 -- color) **Sexy** Hair Concepts' range of hair care products will be used and sold in JCPenney salons beginning next month. Phil McCarten/Staff Photographer

----- INDEX REFERENCES -----

COMPANY: JC Penney Company Inc (PENYJC)

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6/28/03 LADLYNWS B1

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NEWS SUBJECT: (Joint Ventures (C184); Economic Performance (E11); People Profile (NPEO); Ownership Changes (C18); Corporate/Industrial News (CCAT); Economic News (ECAT); Content Types (NCAT))

INDUSTRY: (Beauty/Personal Care (I98201); Hair Care Products (IHAIR); Retail (I64); Chemicals (I25); Soaps/Cosmetics (I258); Mixed Retailing (I656); Department Stores (I6560002); Business/Consumer Services (IBCS); Consumer Products (ICNP))

EDITION: VALLEY

OTHER INDEXING: BFN; BUSINESS/FINANCE/ECONOMY; CHATSWORTH - BUSINESS - **SEXY** HAIR CONCEPTS - PRODUCT - SALE - JOINT VENTURE - JCPENNEY SALON - RETAIL - US - PROFILE - MICHAEL O'ROURKE - VALLEY; O Rourke, Michael; J C Penney Co Inc; JCP; 00-698-8893

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6/28/03 LADLYNWS B1  
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2003 WLNLR 8369241

Express (UK)

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May 17, 2003

Section: FEATURES

**DESTINATION GORGEOUS . EXPRESSWOMAN -**

JANE CUNNINGHAM

If you want to rival Britney Spears as an all-American beach babe this summer or give Spanish Senorita Penelope Cruz a run for her money, JANE CUNNINGHAM shows you how to adapt your make-up bag for a hot holiday look

SWEET SENORITAS When Catherine Zeta Jones wore her hair in an Hispanic up-do at the Oscars, she proved Spanish style is all about sleek sophistication.

New York's Matthew Williamson, artistic director for haircare range MOP, says: "I've recently worked with Penelope Cruz, right, who's the epitome of Latino elegance. To create her hairstyle, use a styling conditioner such as MOP C-System (<<PoundsSterling>>10.50, 01282 613 413) to condition and smooth down the hair shaft.

Part your hair to one side and pull it back into a low ponytail using a snag-free band, such as Blax (<<PoundsSterling>>2.65, 0871 2204141).

Twist the hair around itself, leave the ends free, secure with pins and separate the ends with MOP Finishing Paste (<<PoundsSterling>>9.95)."

For a simpler Spanish look add a real flower to any style, a la Drew Barrymore.

Erin Shaw, make-up artist at The Beauty Lounge in Central London, who has created looks for Yasmin Le Bon and Cat Deeley, says: "A great way to emulate sultry, doe-eyed Spanish girls is to widen and darken your eyes and go for a lush, rich red on lips.

"Apply black liner to your upper lids as close to the lashes as you can get. Wing it out at the edges so the line curves slightly upwards. Apply masses of black mascara, such as Sisley's Quick & Easy (<<PoundsSterling>>21, 020 7491 2722) - Jade Jagger's favourite - on your top lashes only to give extra widening."

Erin advises using a base with a subtle sheen, such as Ultima Glowtion Skin

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Brightening Moisture Cream, SPF15, <<PoundsSterling>>20 (0800 0852716), and defining your cheeks with an outdoor-girl glow.

Try Ecotan EcoPush and Glo, <<PoundsSterling>>12.75 (020 7252 7046), above, a blush and brush in a push-up container. Hot colours for nails and lips add a dramatic touch but if you don't want to go for a full-on red, try warm peach and orange shades.

ALOHA LOVELY Hawaiian girls have lusciously soft skin thanks to using natural exotic oils, such as coconut and macadamia.

To get your body into hug-me hula condition, smooth a large helping of Wonders of Hawaii Mango & Coconut Body and Bath Oil, <<PoundsSterling>>12.95 (0871 288 1389) below, all over. It softens skin and smells like an exotic cocktail.

Make-up artist Liz Collinge based in The Wirral, Merseyside, says: "The Hawaiian look is ideal for trying out this season's bold, beautiful colours and celebrities love it, too.

J-Lo' s been looking gorgeous with purple peepers and Kylie Minogue's a natural for strong greens.

"However bold the colour, you can smudge it to achieve the intensity you like.

For a really exotic splash, wear it under your lower lashes, too." Try Liz Collinge Eye Colours in sapphire, coral, emerald or violet, <<PoundsSterling>>4.75 (0845 0708090). Liz says: "To get the most from your mascara, which should be deep black, apply from the roots of your lashes to the tip using a rocking motion, then hold in a curled back position and count to six."

Lips should be full and glossed, so use a Revlon Mother of Pearl Palette, <<PoundsSterling>>9.99 (0845 0708090), which includes six shimmering colours A sweep of BeneFit's Hoola bronzing powder, <<PoundsSterling>>22 (0901 1130001), across your cheeks will complete the look.

You won't pass for a true Maui maid without a glass-like sheen to your hair, so we suggest Sexy Hair Concepts Straight Sexy Hair, <<PoundsSterling>>11.55 (020 8381 7793).

CALIFORNIA GIRL In the land where grooming is a religion, the beach babe look is anything but natural.

London-based make-up artist, Mary Greenwell, whose clients include Uma Thurman and Cate Blanchett, says: "The key to getting the ultimate sun-drenched glow without damaging your skin is to use a tinted sunblock. I like Christian Dior Tinted Sun Cream Compact SPF 25 (<<PoundsSterling>>18, 01932 233909)."

A highlighter, such as Passport Radiator in Bondi Beach, <<PoundsSterling>>12.50 (020 8840 1994), loved by Britney Spears, can be applied to cheeks and eyelids to give a tan-touched shimmer.



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Additionally, a cream bronzer, such as Madonna's favourite Urban Decay Cool Shimmer Stick in Biker, <<PoundsSterling>>11 (0845 0708090) above, will enhance your natural assets wonderfully.

"Apply a few dabs on the places the sun would naturally catch, such as the nose, cheeks and forehead, " says Mary.

Fast-track your tan with the newest fake, SunFX, <<PoundsSterling>>25 (01322 290101) - loved by Kylie. It develops to your natural tan shade overnight.

Or try Nivea Satin Sheen, SPF15, <<PoundsSterling>>11.99 (0800 616977), which contains light-reflecting particles to give a seductive shimmer.

Waterproof mascara is a beach essential. Mary recommends Chanel Extreme Cils Waterproof Mascara, <<PoundsSterling>>15 (020 7493 3836). To add a surfer girl splash, try Pupa Water Pearls, <<PoundsSterling>>8.50 (0845 0708090), which make lashes look dewy and sea-splashed.

Cameron Diaz loves catching waves at Malibu's Zuma Beach. Get her effortless, sun-kissed hair colour with Fudge's Beach Bum Blonding Cream, <<PoundsSterling>>7.95 (01282 683100).

CIAO BELLA Legendary beauty Sophia Loren, has defined the classic Italian image. To update the sultry, catch-me-if-you-can look, make-up artist Ruby Hammer, based in Maida Vale, North-west London, has some essential tips. "Eyebrows are the frame for your eyes. They must be well-groomed, with an emphasis on definition. Try a product that uses wax to smooth and colour to highlight, such as Ruby & Millie Brow Color in Brown (<<PoundsSterling>>9.50, 0845 0708090), " she says.

Dark brown eyes can take as much upsweep with liner as you like.

Lighter eyes should go more gently.

"Extend the line at the outer corners to lift the eye, " says Ruby. Try Ruby & Millie's Mistake Proof i-writer in black, <<PoundsSterling>>10.50 (0845 0708090).

Stila's summer colours are based on Italian ice-cream. Italian Ices Due, <<PoundsSterling>>27 (0173 0232566), containing rich vanilla, smooth peach and soft brown shadows, will do the trick.

Then go for a devastating lash attack to widen and enhance. Try Cilength Lash Extender, <<PoundsSterling>>12.50 (0871 2204141), which adds length and strength to lashes, under four layers of mascara.

For the perfect pout, wear a lipstick with a sheen. Passport Catwalked In Milan, <<PoundsSterling>>10 (020 8840 1994), is good, or go for the essential summer gold with Pupa Splendour Extreme Lips, <<PoundsSterling>>8.75 (01932 254854).

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CAPTION: BEACH BEAUTIES: Drew Barrymore. left, and Cameron Diaz

----- INDEX REFERENCES -----

INDUSTRY: (Entertainment (1EN08); Make-Up (1MA98); Consumer Products & Services (1CO62); Celebrities (1CE65); Personal Care & Beauty Aids (1PE87); Cosmetics & Fragrances (1CO83))

REGION: (Italy (1IT70); Europe (1EU83); Southern Europe (1SO59); Hawaii (1HA58); USA (1US73); Americas (1AM92); North America (1NO39); Western Europe (1WE41))

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OTHER INDEXING: (BEACH BUM BLONDING CREAM; BEAUTY LOUNGE; BENEFIT; CAPTION: BEACH; CHRISTIAN DIOR TINTED SUN CREAM COMPACT; CILENGTH LASH EXTENDER; EXPRESSWOMAN; GLO; HAWAII MANGO COCONUT; ITALIAN ICES DUE; LATINO; MADONNA; MOP; NIVEA SATIN SHEEN; PASSPORT; PASSPORT RADIATOR; PEARL PALETTE; PENELOPE CRUZ; SISLEY; SOPHIA LOREN; SPANISH; SPANISH SENORITA PENELOPE CRUZ; SWEET; ULTIMA GLOWTION SKIN BRIGHTENING MOISTURE CREAM; URBAN DECAY COOL SHIMMER STICK; YASMIN LE BON) (Additionally; Apply; Bath Oil; Britney Spears; Cameron Diaz; Cat Deeley; Cate Blanchett; Catherine Zeta Jones; Chanel Extreme; Dark; DESTINATION GORGEOUS; Drew Barrymore; Ecotan EcoPush; Erin; Erin Shaw; Fast; J-Lo; Kylie; Kylie Minogue; Lighter; Liz; Liz Collinge; Mary; Mary Greenwell; Part; Ruby; Ruby Hammer; Ruby Millie; Sexy Hair; Splendour Extreme Lips; Stila; SunFX; Twist; Uma Thurman; Water Pearls; Waterproof; Waterproof Mascara; Wing)

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ISSN: 0090-8878; Volume 40; Issue 5

Spring into new hair fashions: some companies focus on men, others natural  
ingredients. Some break the mold entirely.

Veronica MacDonald

Total number of pages for this article: 6 FULL TEXT

FASHION, LIKE NATURE, blooms each spring. During the season of rebirth, consumers are ready if not eager for the next wave of hairstyling products. Though sales in the hair spray category fell 2% to \$407.6 million for the year ended Feb. 23 according to Information Resources Inc. (IRI), Chicago, marketers are optimistic that hair sprays are far from obsolete. IRI reported the gel/mousse category jumped 5.5% to nearly \$552 million, stealing some thunder from hair sprays. These figures do not include Wal-Mart sales.

Sixteen percent of consumers said styling gel was the most essential product to maintain their hairstyle, while another 16% cited hair spray, according to the Sally Beauty CelebHeads survey by Harris Interactive. Women were more dependent on hairstyling products than men, and 51% said they "must have" gel, spray or mousse. Hair spray was the most popular product, used by 38% of the respondents.

Marketers say that by offering new product forms and ingredients, consumers will experiment to get the look they want. Most new products are tied into current hairstyle trends.

Take, for instance, **Sexy Hair Concepts** in Chatsworth, CA. Executives insist fashion is based on the mood and emotion of the times. And this spring, women can't wait to break out of the winter blues.

"Women have been working hard all winter, doing everything they can to do the job and be a mom," explained Michael O'Rourke, president and chief executive officer. "In the spring, they start to express themselves again."

**Sexy Hair Concepts** launched the Disruptive Texture collection of haircuts, illustrating consumers' desire to be free and wild and

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5/1/03 HHPERSON 75

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updating last year's fragmented looks. "Disruptive texture is a statement; it's planned texture like a fabric, with freer pieces," Mr. O'Rourke said.

John Paul Mitchell Systems (JPMS) features **sexy** looks this spring such as Tousled Texture (razored, textured layers), Urban Edge (faux-hawk updo), Classic **Sexy** (loose, lanky locks) and Serious Bangs (straight fringe with bangs). Modern Organic Products (MOP) executives insist fringe is making a huge comeback, even hanging as low as the lash line. Asymmetry too is finding renewed interest.

Sebastian International is taking a unisex approach to hair with its Fluidity spring/summer haircut collection, emphasizing multifaceted, individual cuts. Executives said research shows that the gender gap is shrinking, and men and women often request the same cuts, styles and products.

Bumble and bumble executives said sweeps, twists and buns that need strong holding products are in vogue. In July, Bumble and bumble will launch Extra Strength Holding spray, a melange of provitamin B5, triethyl citrate and dimethicone copolyol to create moisturized and flexible updos.

#### Men Have Beauty Secrets Too

Men are getting a lot of attention among personal care marketers lately, leading to an influx of new products and a boost in sales. Men's hair preparations jumped 11.1% in 2002 to reach \$32 million for the year ended Feb. 22, according to ACNielsen.

The increase in men's styling products is due to two concurrent trends in the market. On the one hand, more salon services just for men are popping up. On the other, male celebrities are becoming more outspoken about their grooming routines, which erases the age-old taboo that only women can discuss their beauty secrets.

"Men in general are growing more comfortable with being pampered and are less afraid that it will lessen others' perception of their masculinity," explained American Crew marketing manager Austin Baskett.

American Crew Liquid Line, a trio of water-based styling products for men with medium- to long-length hairstyles, debuted in February. The products include Groom, a versatile, defining lotion; Texture, a thickening, separating and volumizing styling spray and Structure, a firm-holding styling lotion. The products provide bend without stiffness, hold without weight and texture with movement.

"The water base allows for easy distribution through the hair, washes out easily and offers a weightless feel that's perfect for all hair types," insisted Mr. Baskett.

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The products contain natural ingredients such as beeswax, sage extract and coconut oil.

JPMS reorganized and color-coded its Tea Tree collection into Body, Care and Groom sections. The products are targeted to men and "ingredient enthusiasts" who enjoy the healing properties of tea tree oil. JPMS has also extended the collection with Tea Tree Grooming pomade and the versatile Tea Tree Hair and Body moisturizer.

"We realized that as people get busier, it is important to have multi-use products that do more than one thing," explained Nina Kovner, vice president of marketing, JPMS.

JPMS' Elastic Shaping paste, a versatile cream-based product that can spike, bend, flip, twist, define or separate strands, is also new. Executives said innovative styling forms satisfy hairstylists' appetites.

"Our primary target is stylists, and we want to excite their creativity and help them do their craft," Ms. Kovner explained.

White Rain repackaged its The Dry Look line for men, which consists of a grooming gel, hair balm and several hair sprays.

The Art of Shaving line launched several essential oil-based hair grooming products for men such as Hair Gel with Bergamot essential oil and Conditioner with Rosemary essential oil. Executives said the oils were selected for their soothing attributes.

#### The Choice is Natural

Natural ingredients are embedded in the personal care market due to an increased awareness of well-being. Last summer, Aveda introduced Sap Moss styling spray, an alcohol-free spray containing moisture-intensive sap, Icelandic moss, organic aloe, apricot kernel amino acids and oryzanol (a rice bran-derived UV filter). Executives said the moss is instantly absorbed into the cuticle, helping to prevent frizz and flyaways. In March, Sap Moss Nourishing concentrate was added to the line. This treatment deeply penetrates the hair with nourishing Iceland moss, organic honey, hydrolyzed wheat protein, plant-based emollients and apricot amino acids.

Aveda also offers several items under the new Light Elements line, inspired by lightweight Japanese hairstyles. Launched in January, they include Finishing solution, a lavender water-based light holding product and Smoothing fluid, an organic jojoba-based, shine enhancing product. In June, Aveda will add the Defining Whip using marshmallow root and organic flaxseed for hair separation and Reviving mist to reactivate styling without washing using a blend of red clover, aloe and essential oils. All products are infused with an organic PerFume blend of vetiver,

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lavender, blonde orange, marjoram, rosemary and cinnamon leaf.

MOP, a division of American Crew well known for its D-Curl Straightening balm and Lemongrass Lift, introduced the new C-system line of sulfate-free products formulated with vitamins C, A and E as well as organic plants and herbs.

Executives said vitamin C is one of the most closely studied and revered nutrients today due to its ability to bolster collagen production, heal wounds and stimulate the immune system. "When partnered with vitamins A and E, it protects them from oxidation and acidifies to promote an optimal pH balance--a valuable combination in hair care products to help maintain the color integrity of dyed and chemically vulnerable hair," explained Robin Olson, marketing and new product development director, MOP.

Nutrient- and vitamin-rich fruits such as grapefruit, papaya, mango, orange and guava and vegetables such as alfalfa are the foundation of MOP's C-system. Included in the line are the C-system Clean shampoo, Hydrating shampoo, Moisture complex, Reconstructing treatment, Styling conditioner, Texture lotion, Conditioning mist and Finishing paste.

White Rain added the Pearberry and Freesia Spirit aerosol hair sprays under its Naturals banner for approximately \$.99-1.49 each. They are decorated with pastel colors and a retro look, and answer the ever-increasing desire for natural ingredients in the personal care market.

"Hair spray represents the bulk of the hair styling business, and value is the largest part of that business," insisted Pete Columbia, vice president of sales, White Rain. "It is important for us to introduce on-trend hair sprays that are incremental to the industry and our business as well."

The company has also added the White Rain Sunflower line consisting of a shampoo, conditioner and aerosol hair spray.

#### Teeming with Teenage Products

On the funkier side of fashion, several companies have introduced novel product forms to create unique, updated hairdos, especially for the highly experimental teenage population.

White Rain, the No. 7 hair spray vendor in the U.S. with annual sales of \$28 million, recently launched a slew of products targeted at expressive teens. After its successful launch in Canada, executives introduced Dippity-do Techno to the U.S. The products include Dippity-do Techno Radical jelly, 3-D Styling mousse, Stretch putty, Texture & Waves and Shine pomade. Executives said the line's strongest selling point is its salon-quality formulation at great prices, which range from \$2.49-3.49. This is timely in today's economic climate, executives

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noted.

"In the health and beauty aids industry, when times are tough, consumers squeeze out of the middle to the high end or low end," explained Bo Young, vice president of marketing, White Rain. "Consumers budget, but they will also forgo a salon visit and purchase a product that gives salon performance."

Coupled with the launch of Dippity-do Sport in the U.S. in 2000, White Rain hopes to capture both genders with the unisex Dippity-do Techno line, which creates the popular just-out-of-bed look.

In an effort to reach men ages 12 to 24, White Rain is also sponsoring the ESPN summer games. Mr. Young said his company is using a guerilla marketing strategy to promote products for men. "The men's category is growing and we are looking for ways to get into that," he noted.

L.A. Looks, a division of Schwarzkopf & Dep, is the No. 3 gel/mousse brand in the U.S. mass market with sales of \$32.9 million. L.A. Looks recently underwent a makeover with a more high-tech, modern look and offerings that speak to the brand's 18 to 24-year-old audience. The gel line retained its grippable, curved container and gel bubbles, the logo is an updated "L.A." and the label's black and silver coloring was preserved. Executives said the gels overshadowed the other styling items in the collection.

The new 36-SKU line offers five key looks: Straight, X-Treme, Volume, Expressive and Curl, which are now color-coded to make shopping easier. "We looked at what was happening in the marketplace and saw style-specific products were hot," explained Dana Coulon, senior brand manager, L.A. Looks, Schwarzkopf & Dep. "We also repositioned the look of L.A. Looks as trendy and edgy but approachable."

Executives said consumers enjoy hairstyle versatility. "Consumers are very experimental and want to try new looks," noted Ms. Conlon. "They are also highly influenced by what they see in the media."

The X-Treme line in particular appeals to men. Ms. Conlon noted that L.A. Looks has a high index with men, who are extremely experimental with new product forms. The Straight line, on the other hand, has been popular with women.

The company also overhauled its website, [www.lalooks.com](http://www.lalooks.com), to emphasize the six different looks.

#### Shocking Skater Spikes

Sexy Hair Concepts' Wild Sexy Hair line introduced Metal Head Metallic Holding gel. These colored gels offer potent holding power and shocking colors in six shades: Chrome, Crimson, Copper, Emerald, Indigo and Purple. The gels share a tangy grapefruit and melon fragrance.

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Executives also noted that these highly reflective products are a natural development in the worlds of hairstyling and fashion. "The consciousness of the times is reflected in the advancement of these products," insisted the company's Mr. O'Rourke.

Joico's ICE hair line introduced a limited edition collection of Spike Colorz shades in Chill Out blue, ReMix red and Wicked blue. Perfect for daring teens, these temporary, water-resistant gels create strong hold and intense color. The gels can be washed out with Eraser shampoo and join existing shades of Toxic Green, Voodoo Blue, Panic Purple and others.

Birmingham, MI-based Continental Consumer Products launched a series of Giga.Hold styling products for various hairstyles and lengths such as the Giga.Hold Freeze aerosol hair spray, Giga.Hold Freeze non-aerosol hair spray, Giga.Hold Freeze putty and Giga.Hold Spike & Freeze gel. These products are targeted at teens and twenty-somethings for various looks, such as the so-called Sleeping Beauty, Punk Rock Perky, Form Fitting Flare and Big Hair styles.

"There are a lot of new styles that are very bold and very cutting-edge, which require products that are cutting-edge as well," insisted John Petchul, president of Continental Consumer Products. "The Freeze hair spray is a technological breakthrough in regard to its holding power, using a dual-resin formula. It has the maximum amount of resin possible in hair sprays for superior hold."

The company is currently developing a men's hair care line, but declined to comment on specifics.

#### Not Your Average Spray

Some hip styling products hedge so far away from the traditional hair spray and gel sector, that they have the ability to create new hairdos. "Updated, newer textures cannot be done with gels and hair sprays at all," insisted Sandra Yu, national technical director, Rusk. "For more modern textures, gums and clays are used."

Rusk's unisex Being line recently introduced several new styling aids, which can be used in succession. First, Rusk's new Being Rubber gum creates untamed raw hairstyles with great shine and flexibility, using ingredients such as panthenol, mineral oil and natural wax. Next, Being Primitive clay reforms and reshapes damp hair with natural emollients, emulsifiers, fixatives and conditioners. Being Shocked adhesive, a bendable yet texturizing styler, finishes the hair with superior shine.

"People are putting a lot more products into their hair to get a separated, jagged and ropey look," observed Ms. Yu. "The use of flat ironing also separates and smoothes the hair to get the shattered look."



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The line also includes Being Slick pomade, Being Fierce wax, Being Wild paste, Being Strong gel, Being Smooth creme, Being Gutsy creme and Being Flexible hair spray.

Sexy Hair Concepts recently launched Short Sexy Hair Play Dirty Wax Master dry wax with a passion fruit mango scent and Rough & Ready Styling gunk with an apricot mango fragrance for strong, non-greasy hold. Executives said the packaging features both men and women since women often buy products for men.

#### Health Food for Hair

Some companies are not only focusing on innovative products, but those that can improve the condition of hair. Pittsburgh, PA-based hairstylist Philip Pelusi has unveiled the Phyto-Life Potion, the latest addition to his botanical-based Phyto-Life line of products. In packages described as a mixture between elliptical salon designs, Frank Lloyd Wright and nature, Mr. Pelusi designed the Phyto-Life products in easy-to-handle 10-oz. bottles with an emphasis on well-being.

"We are focusing on wellness, hair health and vitality from the inside out rather than just the outer appearance," explained Philip Pelusi, owner of Philip Pelusi Phyto-Life products and salons.

The Potion protects the hair, scalp and hair color from UV rays thanks to natural extracts of blackberry, chlorophyllin-copper, guar, grapeseed, matricaria and sage. The formula is also greaseless, smoothing and weightless and does not contain polymers or resins, according to executives.

Saturating the hair with conditioner can protect the hair and scalp against the sun, but many people are too busy to reapply and may not want that slicked-back look, according to Mr. Pelusi.

"Most UV-protective products have the side effect of weighing the hair down," he said. "But Potion is a weightless product that can be put on the hair anywhere, anytime."

UV protection is important for both colored hair and Piedmont hair because heated styling utensils wreck havoc on all types of hair. Mr. Pelusi noted more men are dyeing their hair today. Younger men are less color-uninhibited, whereas older men request variations of gray.

"We section the hair and make it look like when they first started to get gray," Mr. Pelusi asserted. "The contrast keeps the face from looking too washed-out."

Procter & Gamble's Pantene Pro-V collection has been revamped. The company no longer makes Settiq sprays and now offers several hair sprays such as the Classic Hairspray Flexible Hold, Ultra Firm Hold and

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Unscented sprays, as well as Volumizing Hairspray Flexible Hold and Maximum Hold sprays, Curl Lock Hairspray Flexible Hold spray and Stay Smooth Hairspray Flexible Hold spray. Pantene has also added the Pantene Pro-V Total Control Shaping gel, In Control mousse and Scrunching Curls spray gel. All of the products promise healthy, shiny hair using Pantene's fortifying Pro-V formula.

Salon product company PureOlogy Serious Colour Care launched ShineMax Shining smoother, a blend of silicones and the company's AntiFade heliogenol complex to repair, smooth, strengthen and guard colored and natural hair against UV rays.

### Big Hair is Back

In addition to trends for men, natural ingredients and innovative product forms, there are always niches for specific hair concerns. For instance, big hair is back, and there are several new products to prove it. **Sexy Hair Concept's Big Sexy Hair** line was extended with four new volumizing products: Dense Thickening spray that volumizes without stickiness; Flip It Over, Full and Wild spray with a special tactile feel for wild tresses; Spray & Play Harder Firm volumizing hair spray with hydrolyzed wheat protein to combat humidity and Big Shine-Shine spray with lemon extract.

"Our No. 1 product is Spray and Play," said Mr. O'Rourke. "We say, 'it's not your mama's hair spray,' because most hair sprays haven't changed in 25 years. It's fast drying, lightweight, strong-hold and textured."

Under the Short **Sexy** line, **Sexy Hair Concepts** offers the What A Body Ultra Bodifying blowdry gel for nontacky, soft and shiny hair that is also lifted and infused with an apricot and grapefruit fragrance.

"With shorter hair, women are making a statement, saying 'I know who I am,'" Mr. O'Rourke explained.

Volumax Shape Plus hair spray is new from Naturelle, a division of Zotos International. The fast-drying fine hair spray can be easily brushed through the hair for touch-ups. As it lifts the hair, it also allows flexibility.

Physique extended its volumizing series with Volume Boosting gel, an alcohol-free gel designed to give hair 20 hours of controlled hold, texture and fullness, according to P&G executives. It performs particularly well in humidity. Each product in the series, which also includes a volumizing shampoo, conditioner, scented and unscented hair spray and foam, costs \$7.

Nioxin Research Laboratories' new Niospray hair spray, formulated for free or thin-looking hair, protects the hair from dryness and enhances

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volume. Executives said the hair spray is humidity-resistant and is formulated with Memory Plex II, which retains style memory and increases manageability. Niospray also contains a PABA-free sunscreen. Three versions are also available: Niospray Regular Hold, Extra Hold and Power Hold.

In February, John Frieda launched the Sheer Blonde Volume Enhancing line of products to help plump up and pump up fine and delicate blonde hair. Two shampoos are available (platinum to champagne, and honey to caramel) with a white grape complex, a lightweight Instant detangler and the antistatic Full-Blown Blonde volumizing spray with ultra-light polymers and white grape complex. Executives said the spray is non-darkening and non-yellowing.

Also new is JPMS' Extra-Body finishing spray that dries and holds instantly without weighing hair down. Executives said the dispenser distributes the product evenly throughout the hair and the product completely rinses out. "The new technology allows the use of this product as a hair spray, but with more flexibility and movement," explained JPMS' Ms. Kovner.

#### Fizzling Out the Frizzies

For those who prefer smooth tresses, there are new options available. Bain de Terre uses the moisturizing qualities of safflower extract in its new All Day Straight Safflower Smoothing gel to create smooth, blow-dried tresses. Other ingredients include heat-activated wheat protein and silicones, as well as a bio-renew complex made of soy protein, ginkgo biloba and sunflower seed extract that together protect the hair against thermal damage, replenish lost moisture and add sheen.

ISO Prescriptive Stress Defense Leave-in Protection has been repackaged in an ergonomic spray bottle. The spray leaves hair more manageable, detangled and frizz-free, according to executives. The products feature the brand's Tri-Active Technology, a blend of positively charged vitamins, proteins and moisturizers.

#### A Swirl of Curls

Curly hair has its own set of issues, requiring specialized products. Manhattan hairstylist Ouidad published Curl Talk, a book for women with untamable tresses. Also known as "The Queen of Curl," Ouidad offers tips on how to find the right cut for curly hair, the frequency of shampooing and conditioning, the best conditioning and styling treatments and how to blowdry, color and straighten curly hair. For example, she warns women not to rub wet hair with a towel; it will cause additional frizzing.

John Frieda executives said the new Frizz-Ease Dream Curls turns dull waves into defined curls. Using magnesium and conditioners, the spray

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boosts the natural structure of curls.

## The Driving Forces

The hairstyling market is influenced by a variety of factors, from a surge in men's salon services to personal care trends. But one thing is for sure. Hair makes a first impression.

"It's been said that 82% of people notice hair first," noted Mr. Pelusi. "We say if the hair looks good, that's 90% of the battle."

Whether it's an updated hair spray or a new styling category such as gum, consumers are willing to experiment to improve their looks. Hairdressers are at the forefront of this experience, using new products on clients and recommending them. They can make and break many newcomers, as well as inspire the creation of products.

"We continually listen to what is going on, because hairstylists are creative and always in need of unique products," said JPMS' Ms. Kovner. "It's so exciting that there is so much innovation and uniqueness because of these hybrid-type products."

Rave is All the Rage in Hair Spray

Rave and Pantene lead the hair spray/spritz market in food, drug and mass merchandisers for the year ended Feb. 23, 2003. Figures do not include Wal-Mart results. All dollar figures are in millions.

Brand	\$ Sales	% Change	\$ Share	Unit Sales	% Change
Rave	32.6	-20.3	8.0	17.6	-37.8
Pantene Pro V	28.3	-5.7	7.0	7.7	0.8
Suave	23.7	13.0	5.8	15.9	26.3
Clairol Herbal					
Essences	19.7	3.7	4.9	5.9	0.9
Salon Selectives	17.1	-11.3	4.2	6.6	-7.3
Aquanet	17.1	-5.3	4.2	9.0	-11.8
Sebastian Shaper	16.3	29.0	4.0	1.2	28.4
White Rain	14.5	7.9	3.6	11.8	5.2
Pantene Pro V					
Elastesse	13.5	3.8	3.3	4.0	3.1
Alberto Consort	12.7	-5.8	3.1	4.0	-8.3
Category Total	407.6	-2.0	100.0	145.4	-7.6

Source: Information Resources Inc., Chicago. Wal-Mart sales are not included.

## ----- INDEX REFERENCES -----

NEWS SUBJECT: English language content; Fashion; Political/General News; Fashion; General News; Corporate/Industrial News; Survey/Poll; Content Types (ENGL GFAS GCAT FSH GEN CCAT NSUR NCAT)

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MARKET SECTOR: Consumer Non-Cyclical (NCY)

INDUSTRY: Cosmetics & Personal Care (COS)

PRODUCT: Consumer Products (DCP)

REGION: United States; United States; North American Countries (US  
USA NAMZ)

Word Count: 3715

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ALLNEWS

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Wednesday, March 12, 2003

STYLE/BEAUTY.

Hair apparent Locks take lead at Midwest Beauty Show  
By Ingrid Schmidt, Special to the Tribune.

"No matter what you wear . . . You are still judged by your hair," read the slogan on Canadian hairdresser Umberto Buffone's T-shirt.

The best way to avoid bad judgment might be to stay ahead of the trend curve. So thought the thousands from the beauty industry who packed into the Donald E. Stephens Convention Center in Rosemont March 1-3 to preview the latest tips and toiletries at the Chicago Midwest Beauty Show.

"Everything's very big and bold," said Omekia Arford, the owner of Shear Stylin salon in Danville, Ill. "There's ... lots of red going on."

"Everybody's here for ceramic [curling] irons," said Karen Rawski, a nail technician from Winfield. "The crimping irons with patterns are new. ... I've got to find those."

The booth of Italian company Dawa was doing a brisk business in flat irons with interchangeable patterned inserts, including some with the word "sexy," and had none left by the end of the show's second day.

Beyond styling, many of the newest products and tools appeal to women's busy lifestyles.

Wella's Blondor Express Mouse (resembles a computer mouse) lets salons add highlights to hair in less than three minutes. Naturopatch touts Essential Oil Patch Therapy as a natural remedy "to promote good health and well-being." Paul Mitchell's Tea Tree Hair and Body Moisturizer hydrates hair and skin. The Personal Microdermabrasion System from DermaNew, an at-home version of the salon treatment, uses a rotating, battery-operated wand to massage cream laden with buffing crystals into the skin. (Now available in Chicago at Kiva Spa.)

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At **Sexy Hair Concepts**, a new product line called **Wild Sexy Hair** was being promoted while hair aficionados grooved to vinyl records spun by a disc jockey and watched demonstrations in "disruptive texture haircutting." Young men danced around in torn red T-shirts, toting packs of metallic holding gel in colors like copper and crimson as if they were boom boxes.

After the show, attendees filled the Rosemont Theater for the Alternative Hair Show, featuring 17 artistic hair teams from around the world, including the Frank Girona Salon and Day Spa (with three locations in Wheaton and Naperville). Girona's segment, Cell Block Tango, was inspired by the movie musical "Chicago."

A slew of strong, **sexy** women, jailed for "offing" their lovers, donned equally powerful hairstyles, from locks woven with chains to the biggest "big hair" imaginable.

"We wanted to show how women have evolved into these powerful creatures, which is what they should be, so we showed lots of over-exaggerated shapes," said Mark Hartwig, artistic director for Frank Girona and designer of the hairstyles and costumes.

Stylist Nicholas French inspired the audience with hair crimped forward in an undulating shape or out like a windblown ponytail frozen in midgust with Final Net. Lolita-like models skipped around stage with oversize lollipops to the Cyndi Lauper tune "Girls Just Want To Have Fun."

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#### PHOTOS 5

PHOTO (color): The Alternative Hair Show at the Rosemont Theater provided some hair raising looks as 17 teams from around the world competed for charity.

PHOTO (color): Far right: At the Chicago Midwest Beauty Show, a camera-ready audience watched demonstrations in "disruptive texture haircutting" by stylists from **Sexy Hair Concepts**.

PHOTO (color): Large photo: At the Alternative Hair Show, stylist Nicholas French sent out models with hair that looked like windblown waves frozen in mid air.

PHOTO (color): Above: Joseph Accolla (left) and Rod Sickler of **Sexy Hair Concept's** international artistic team go to town on volunteer Bridget Bingham's hair at the **Sexy Hair** stage.

PHOTO (color): Left: For its Alternative Hair Show segment, the Frank Girona Salon team found inspiration in the movie musical "Chicago." Tribune photos by

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Stacey Wescott.

----- INDEX REFERENCES -----

KEY WORDS: WOMAN; FASHION; MEETING; PRODUCT; INDUSTRY; PROFILE

NEWS SUBJECT: Fashion; Calendar of Events; New Products/Services; English language content; Political/General News; Routine General News; Content Types; Corporate/Industrial News (GFAS NCAL C22 ENGL GCAT NRGN NCAT CCAT)

REGION: United States - Illinois; Midwest U.S.; United States; North American Countries; Illinois; North America; United States (USIL USC USA NAMZ IL NME US)

EDITION: CHICAGO FINAL

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Saturday, March 1, 2003

ISSN: 1523-9470; Volume 171; Issue 3

**Sexy goes Super. (Street Level).** (Sexy Hair Concepts launches skus in Supercuts  
salons) (Brief Article)

Total number of pages for this article: 1 FULL TEXT

**Sexy Hair Concepts** rolled out its top 10 SKU mix into 728 corporate  
Supercuts salons in February. Supercuts stylists had the opportunity to  
fill out a questionnaire provided by **Sexy Hair** and receive three  
full-sized products, an educational video and the chance to win an MP3  
DVD player.

----- INDEX REFERENCES -----

KEY WORDS: SERVICE INDUSTRIES; HAIR PREPARATIONS; UNITED STATES;  
PRODUCT INTRODUCTION; GOODS & SERVICES DISTRIBUTION;  
ALLIANCES, PARTNERSHIPS; TOILET PREPARATION MANUFACTURING

NEWS SUBJECT: Political/General News; New Products and Services; New  
Products/Services; Joint Ventures; English language content;  
Corporate/Industrial News; Ownership Changes (GCAT PDT C22  
C184 ENGL CCAT C18)

NEWS CATEGORY: BRIEF ARTICLE

MARKET SECTOR: Consumer Non-Cyclical; Consumer Cyclical (NCY CYC)

INDUSTRY: Cosmetics & Personal Care; Consumer Electronics; Home  
Furnishings & Appliances (COS CSE HMF)

PRODUCT: Consumer Products (DCP)

SIC: 2844

REGION: United States; North America; United States; North American  
Countries (US NME USA NAMZ)

Word Count: 49

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2/25/03 BSX-DYEXP P32			ALLNEWS
2/25/03 Daily Express P32			
2003 WL 15835657			
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Tuesday, February 25, 2003

TANIA BRYER. Every week, TV presenter Tania gives her verdict on the latest beauty buys.

Every week, TV presenter Tania gives her verdict on the latest beauty buys. This week, she looks at hair products that help you get the windswept look EVERY time I step outside my front door lately I'm swept up in a gust of wind.

Thankfully, windswept hair is high fashion again and you can get the wild look with a little help from the high street. First, clean your hair with a fabulous detoxifying shampoo. My favourite is Aveda Curessence Damage Relief Shampoo, t17 (020 7297 6350), which gives hair a healthy, organic burst.

Since an overload of styling products can dry out hair, restore its moisture with Nicky Clarke Hairomatherapy Hydrating Shampoo, t3.99 (nationwide).

Give coloured hair a boost with a shampoo such as Neutrogena Clean For Colour Colour Defending Shampoo, t2.59 (nationwide). Then treat it to the divine Garnier Colour Last Replenishing Mask, t3.99 (nationwide), which will revitalise coloured locks.

If your hair's looking dull and lifeless, the ultimate cure is Daniel Galvin Miracle Solution Colour Shine Brightener, t4.99 (Boots).

For that all-important windswept look, I love TIGI Bedhead Small Talk, t11 (0870 330 0955), right, a three-in-one thickening, energising and styling cream. This potion adds body and volume to lifeless hair as well as styling and separating it.

For something wild and sexy, try Sexy Hair Concepts Wild Sexy Hair Untamed Whipped Wax, t11.65 (020 8381 7793), far left, a light wax spray. The cast of Sex And The City use the products from this range.

Get a super, shiny sheen with Wella High Hair Gloss Serum, t8.85 (0800 3283400) which is sprayed on to the hair to leave a shiny finish without frizz. I also love Charles Worthington Dream Hair Shining Star, t6.95 (nationwide). For something with more weight, try John Frieda Frizz Ease Hair Serum, t5.95 (nationwide) because it controls even the most unruly hair.

Actress Sarah Jessica Parker loves this product, as well as John Frieda's

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2/25/03 BSX-DYEXP P32

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Sheer Blonde range (nationwide).

----- INDEX REFERENCES -----

NEWS SUBJECT: English language content; Lifestyle; Political/General News;  
Corporate/Industrial News (ENGL GLIFE GCAT CCAT)

MARKET SECTOR: Consumer Non-Cyclical (NCY)

INDUSTRY: Cosmetics & Personal Care (COS)

PRODUCT: Consumer Products (DCP)

REGION: United Kingdom; Western European Countries; European  
Countries; European Union Countries (UK WEURZ EURZ EECZ)

Word Count: 326

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Citation  
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2/24/03 Prod. Alert 0  
2003 WL 11728449

Search Result

Rank(R) 20 of 76

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ALLNEWS

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## Product Alert

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Monday, February 24, 2003

ISSN: 0740-3801; Volume 32; Issue 4

Wild **Sexy** Hair Unshakeable Firm Holding Fixative Spray; Flashy 3-D Shine Gloss  
MANUFACTURER: **Sexy** Hair Concepts CATEGORY: 320 - Hair Styling Products. (Brief Article)

## FULL TEXT

More information has been obtained to append our report on the Wild **Sexy** Hair line of products from **Sexy** Hair Concepts. The Chatsworth, CA-based company offers three products in this line, two of which are Unshakeable Firm Holding Fixative Spray and Flashy 3-D Shine Gloss. Available in a 4.2 oz. short plastic pump spray bottle for \$13.80, the Fixative Spray is said to deliver an extremely firm hold "that you just can't shake." It dries fast and is to be used on dry hair. The Shine Gloss, in a 1.7 oz. plastic pump dispenser for \$14.30, "delivers a super, high shine without being greasy." To be used on dry hair, it "creates multi-dimension styles with a lightweight hold" and "leaves hair soft, manageable and ready for the spotlight." For sample retrieval information, please call: Marketing Intelligence Service, Ltd., (585) 374-6326.

## ---- INDEX REFERENCES ----

KEY WORDS: HAIR PREPARATIONS; UNITED STATES; PRODUCT INTRODUCTION; TOILET PREPARATION MANUFACTURING

NEWS SUBJECT: Political/General News; New Products and Services; New Products/Services; English language content; Corporate/Industrial News (GCAT PDT C22 ENGL CCAT)

NEWS CATEGORY: BRIEF ARTICLE

MARKET SECTOR: Consumer Non-Cyclical (NCY)

INDUSTRY: Cosmetics & Personal Care (COS)

PRODUCT: Consumer Products (DCP)

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SIC: 2844

REGION: United States; North America; United States; North American  
Countries (US NME USA NAMZ)

Word Count: 141

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Rank(R) 21 of 76

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## Product Alert

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Monday, February 10, 2003

ISSN: 0740-3801; Volume 32; Issue 3

Wild **Sexy** Hair Untamed Whipped Wax MANUFACTURER: **Sexy** Hair Concepts CATEGORY:  
320 - Hair Styling Products. (Brief Article)

## FULL TEXT

Chatsworth, CA-based **Sexy** Hair Concepts has added Wild **Sexy** Hair Untamed Whipped Wax to its haircare line. It is available in a pump dispenser with an "easy-dispensing spout" created by SeaquistPerfect Dispensing of Cary, IL. For sample retrieval information, please call: Marketing Intelligence Service, Ltd., (585) 374-6326.

## ---- INDEX REFERENCES ----

KEY WORDS: HAIR PREPARATIONS; UNITED STATES; PRODUCT INTRODUCTION;  
TOILET PREPARATION MANUFACTURING

NEWS SUBJECT: Political/General News; New Products and Services; New  
Products/Services; English language content;  
Corporate/Industrial News (GCAT PDT C22 ENGL CCAT)

NEWS CATEGORY: BRIEF ARTICLE

MARKET SECTOR: Consumer Non-Cyclical (NCY)

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Global Cosmetic Industry

January 1, 2003

SECTION: No. 1, Vol. 171; Pg. 37; ISSN: 1523-9470

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HEADLINE: Healthy hair, healthy segment; Global Report: Hair Care; Industry Overview

## BODY:

Whether buying in a niche or mass market, store or salon, consumers want their hair to be an outward expression of themselves. And they are looking to you to help them scream style with healthy, shiny, sophisticated hair.

Hair care was the fastest growing segment of the personal care industry from 1998 through 2002, increasing from \$21 billion to \$27.2 billion, according to Datamonitor. The market is also seeing impressive growth across geographical regions. This trend is expected to continue with consumers striving for ways to look and feel better by showcasing a head of healthy locks. With a market that is constantly being flooded with new products, the industry has to keep its sights on the horizon for upcoming consumer desires and solutions to meet their demands. In Europe and across the globe, consumers' interest in hair care has been fueled by a large number of new launches to feed major styling fashions, including the trend toward controlled "messy," which continues to gain popularity. In the United States, the underserved ethnic consumer has been given a growing amount of attention, and the specific needs of African Americans now are being met en masse in products designed for their hair type.

While a saturated market makes penetration difficult, the hair care segment continues to survive a struggling economy. Yet, a virtually untapped market lies in the professional arena, where manufacturers have a challenging but potentially prosperous opportunity to distribute their brand through salons, escaping the clutter of the mass market's retail shelf.

## 1: MAKING A MESS

New products are increasingly important to European consumers as they strive to achieve the right look.

## BY IMOGEN MATTHEWS

European consumers' are sophisticated, and their interest in hair care has been fueled by a large number of new launches. According to Mintel's Global New Products Database (GNPD), nearly 3,000 new hair care products were introduced worldwide in 2000, with a massive increase in new product activity for styling products since 1999. "This is not surprising, as we have seen the entrance into the market of many new brands during this period, such as Fructis and Timotei," commented David Jago, editorial director for GNPD. He has seen evidence of this trend continuing throughout the new year with product activity finishing at record levels in 2002.

Hair care products have become increasingly sophisticated as companies seek out new niches to satisfy differing consumer needs. Mintel notes three major trends in hair styling: the straight effect, the messed up look and the curly statement. "For some followers of fashion, it seems the messier, the better," maintained Jago. "The unstructured look has been popular for a few years. But it is not as easy to achieve as one might think, and there are many styling products out there to help." Recent examples of brands launched Europe-wide include the Out of Bed range of creams, gels and waxes from L'Oreal under its Studio Line banner, and Hair Make Up Twist It Modelling Paste, introduced by Jean-Marc Maniatis in France.



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This isn't to say that consumers want a naturally unkempt look. To achieve their desired styles, European women have a sophisticated repertoire of shampoo, conditioner and styling products. According to Taylor Nelson Sofres consumer Panels, almost all Europeans use a shampoo, nearly one in five also use conditioner and a third incorporate a styling product into their hair care regime. The Germans are the biggest users of shampoo and styling products, closely followed by the British who also have a propensity to use a separate conditioner. By contrast, Italians lag behind the European average in terms of usage due to the high percentage of visitors who frequent hair salons to have their hair washed and styled.

Despite relatively low penetration for both conditioners and styling products, usage increased between 2000 and 2002 for both categories and for each of the major European countries. In particular, more Spaniards are taking to conditioning products and trading up to new value-added hair treatments, which is driving market growth. More European consumers use styling products than conditioners as part of their hair care regime. Hair care companies can exploit this potential opportunity by developing styling products offering a multi-functional conditioning and hold benefit.

#### Salon Innovation

In the United Kingdom, the market has taken a slightly different turn, due to the phenomenal success of designer hair care brands endorsed by well-known hairdressers. The move into retail hair care began in the '70s with Vidal Sassoon, and many celebrity hairdressers have put their name to their own brand, including John Frieda, Charles Worthington, Trevor Sorbie and Toni & Guy.

John Frieda now has an international business, due largely to the success of Frizz-Ease, his best-selling hair straightening concept. New to the U.K. market is Frizz-Ease Relax, aimed at the specific needs of chemically relaxed hair. Relax targets the weaknesses and difficulties of chemically straightened hair with a range of products designed to prolong periods between relaxing treatments. Texture correcting serum is a silicone formula to help eliminate frizz and contains vitamins A, E and aloe.

Charles Worthington launched a new styling collection in Autumn 2001 called In Fashion, inspired by catwalk trends and ingredient innovation. The styling range and accessories are updated every six months for autumn/winter and spring/summer with products that define the season's look. Charles Worthington's "in-out" hair care philosophy is a new fashion-based approach to a normally static industry. For example, Get Shaggy is inspired by this season's hippy chic trend for loose curls, which is a "rough and ready" styling gel that can create a disheveled bohemian look.

Long Hair was recently launched by Trevor Sorbie, which he developed after listening to clients' requests to grow and maintain shiny, healthy long hair. The range incorporates Croda's new breakthrough ingredient 18 MEA (18 methyl eicosanoic acid), a lipid that until now was only found in hair itself. This lipid forms a microscopic layer to the outside of each cuticle cell and protects the surface, waterproofs and gives hair its smoothness and slip. The formulation also infuses the hair with moisture retaining amino acids which combat static, improve condition and increase the overall softness and feel of the hair.

Toni & Guy is a chain of hairdressing salons that also sells its own hair care products, developed in conjunction with the U.K.'s leading hair care retailer, Boots. Insights is a new range developed by Sacha Mascolo-Tarback, daughter of Toni & Guy's founder Toni Mascolo. She wanted a line to use both in the salon and at home consisting of products that nurture the hair using a holistic approach. In ingredients include honey quat, sea silk extract and tiare extract, which forms part of the hibiscus family.

#### Future Prospects

Mintel predicts that traditional hair care products, such as hairsprays and mousses, will lose popularity while gels and waxes will continue to catch consumers' imagination. Jago said, "There will be more variety, more two-in-one gel and wax formulations, foaming waxes, liquids that turn into mousses and water-based lines with a purer positioning." These products are increasingly important as consumers strive to achieve the right look, and the prominence of these products promise to feed the "messy" trend for a long time to come.

TABLE 1.

#### PENETRATION OF HAIR CARE



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Percentage use of hair care products, by European country, 2000 vs. 2002.

	Shampoos		Conditioners		Styling products	
	2000	2002	2000	2002	2000	2002
France	85.3	83.7	12.9	14.5	22.6	31.4
Germany	88.4	88.8	16.6	17.4	39.1	40.6
Great Britain	90.3	88.5	27.3	29.9	33.2	35.7
Italy	76.4	75.3	14.0	15.3	25.8	30.8
Spain	81.4	84.6	12.5	17.7	13.3	18.3
All countries	84.8	84.4	16.8	18.9	28.3	32.9

Source: Taylor Nelson Sofres Consumer Panels

Imogen Matthews is a consultant to In-cosmetics, which will take place April 1-3, 2003, at Porte de Versailles in Paris. Mintel will be collaborating with In-Cosmetics in the months before the show and will also participate in the Industry Trends Presentations taking place on each of the show days.

## 2: CARE FOR BLACK HAIR

African Americans account for more than 30 percent of industry spending in a \$4 billion hair market and are finally getting the attention they deserve. BY SARA MASON

The underserved ethnic consumer has been given a growing amount of attention over the past few years. As U.S. Census 2000 results continue to trickle out of government offices, manufacturers and retailers are beginning to realize that the ethnic consumer base is significant in number and spending power. More important is its increasingly heterogeneousness. The market has evolved to such an extent that grouping all non-mainstream consumer products into an ethnic category is no longer sufficient. Products serving all hair shades, types and textures have begun to emerge en masse.

"Consumers want products that address their individual needs," explained Penny Vanemon, global marketing manager for National Starch & Chemical Co. "We expect to see new formulations that address a wide range of hair types, not just normal, dry or oily hair."

Degussa Corp., for example, differentiates its products by hair type, with curly (African) being one of three thick/course hair fiber diameters. Within this category, there are three hair qualities, based on chemical treatment or natural change: virgin (not altered) or gray/white, straightened and dyed. The company claims that to make available a selection of products that suit the consumers' needs, this distinction must be made. It is essential, for example, that a hair conditioner for African American hair types has a dry feel and a straightening effect that weighs hair down. In addition, for straightened hair, detangling, dry-comb and reduced friction, gloss and shine are essential properties in any conditioning product.

For example, a novel polymer-based technology from Uniqema offers formulators the ability to build in 80-85 percent water and still deliver a product with exceptional moisturization, texture and flow benefits. (1) "Polymer-based technology is ideal for the ethnic hair care market because it enables the formulator to use lighter emollients," explained Mark Chandler, technical manager of Uniqema. "By using lighter emollients, the after-feel of the product is improved significantly."

This type of specialized hair care, a trend modeled after skin care, also requires that a shampoo not only moisturize, but it must also repair specific damage. "There's more fragmentation in hair care," said Janet Kosiek, personal care marketing manager of Degussa. "Special treatments, such as hair repair and restoration are desired." This new arena of hair specialties and custom treatments affect the price, but the market shows that this is what consumers want.

Specifically in the African American market, industry figures show that while blacks make up 13 percent of the U.S. population, they account for more than 30 percent of industry spending in a \$4 billion hair care market. On average, African Americans spend three times more on hair care than all other Americans. "We understand we have a huge opportunity to make a significant impact in the ethnic hair and skin care market and to make an impact in the African American community," said Candace S. Matthews, president of Soft Sheen-Carson, a leading marketer and distributor of hair care products for black consumers. In order to stay loyal to its mission to provide premier products for the care of hair and skin that transcend the needs and exceed the desires of people of color, Soft Sheen-Carson will rely on the research and technology of its parent company, L'Oreal. In 2000, L'Oreal Group committed more than \$360 million to R&D and opened the Institute for Ethnic Hair and Skin Research to study black hair and skin. Its research capabilities allow Soft Sheen-Carson to provide a full range of products infused with science and innovation to serve the needs of black men and women worldwide.

Victoria Holloway, MD, joined the science research facility as director to build and develop the facility. "With product development research, you see results in months to a year or two," Holloway explained. "But, for this kind of 'advanced' or 'fundamental' research, results are seen several years later." The concept is that with some new understanding about the science of hair or skin, companies can begin to tailor their product development for the African American community.

#### The problem

Considerations for product development include the unique inherent properties of African American hair, in addition to aggressive styling habits. Structural differences include a flattened ellipse shape versus the round hair of Caucasians and an inconsistent diameter down the length of the hair. "We also know that black hair tends to be much more fragile—it tends to break more easily," said Holloway.

Breakage is partially due to styling behaviors such as hair relaxing, coloring and heat styling. "Most African American women at some point do relax their hair," she explained. "For most it's a regular process, something we use every eight weeks." Information Resources, Inc. supports this assertion in its report of ethnic personal care sales of chemical treatments, on which \$47 million was spent, year ending September 15, 2002. Of course, the mis-use of relaxers can be damaging to the hair, so it's important that consumers are aware of the proper use. "Better informing African Americans of the damage caused by certain hairstyling practices will bring improved hair care," said Holloway.

Hair relaxing, also known as lanthionization, is a chemical process to straighten extremely curly hair. The hair is softened during this process by a general distribution of all the chemical bonds. The protein is degraded and the disulfide linkages are destroyed, causing lanthionine cross linkages to form between the protein chains. This process of breaking and reforming bonds forever displaces the internal protein structure of the hair. Severe damage is caused during the relaxing process because not all the cross-linkages form. Hair is 70-80 percent protein, and its loss can cause a decrease in moisture, shine, flexibility and strength. It is important that reconstructive products are used to lessen the damaging effect of the relaxing process with the addition of specific proteins, quaterniums and other reactive ingredients. (2)

Relaxers aren't the only problem, however. The last year has shown a 15.7 percent and 12 percent increase in the number of African Americans purchasing hair color and curl/wave maintenance products, respectively, according to IRI.

In addition, the use of heat-styling appliances can be damaging to hair. Even at the temperatures at which blow dryers operate, water is evaporated, resulting in physical changes to the hair. (3) Reduced moisture retention, increased fiber stiffness and decreased fiber mechanical strength are all observed changes associated with the heat-induced physical changes of hair. As hair is exposed to temperature ranges in which curling and flat irons operate, it undergoes chemical changes, such as tryptophan decomposition, discoloration and the formation of amide cross linkages. (3) This damage also includes cuticle removal and lifting. At the consumer level, this may be noticed as a loss of shine, an increase in combing force, less conditioned feel of hair and an increase in hair breakage.



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### The solutions

Because ethnic consumers have these unique hair care needs, there has never been a better time for a company to provide products that address them.

Chicago-based Soft Sheen-Carson has launched Optimum Care, a relaxer with lysine, an essential amino acid similar to the natural protein found in hair. The patent-pending lysine technology concentrates and delivers this amino acid directly into the hair shaft to help protect the hair strength from root to end, and it has been proven to reduce breakage.

The company also recently launched Heat Strengthening Styling Creme to its Breakthru Anti-Breakage System to help African American women stop breakage so that the hair grows longer, stronger and healthier-looking. The styling aid combines anti-breakage technology with heat-activating agents that help strengthen the hair every time it is styled. It can be used on wet hair before blow drying or on dry hair as it is hot-curled, flat ironed or during any heat-styling process.

The secret to this line is ceramides, natural hair protectors, which help to ensure that cuticle scales of hair adhere to each other, defending the inner structure of the hair. The natural ceramides on the hair are destroyed by relaxing, shampooing, blow-drying, styling, coloring and through sun exposure. When natural ceramides are replaced, the cuticles scales lay flat and hair feels smooth from root to ends, creating a foundation for healthier-looking, stronger, longer hair.

"Realizing that most women with relaxed or color-treated hair also often use heat appliances, this styling aid contains glucosamine sugars, which are heat-activated strengtheners that bond with the proteins in the hair," said Soft Sheen's Matthews. The products are part of a five-step regimen, to help strengthen the hair each time the product is used and heat is applied.

Similarly, Avlon Industries introduced Affirm Dry & Itchy Scalp Conditioning Relaxer System with Protecto, specially created for the problems of dry and itchy scalps or dandruff, that also relaxes hair. Its exclusive sensitive-scalp formula gently soothes and moisturizes the scalp during the relaxing process while reducing the amount of visible dandruff. For professional use, it is available in nine-applications kits.

The entire system helps professionals and their clients control, prevent and soothe the annoying problems of dry, flaky, itchy scalp without sacrificing the beauty of well-conditioned and stylish hair.

For a temporary fix, Spilo Worldwide offers the Double-Action Ceramic Ionic Flat Iron which reduces exposure to heat because it cuts styling time. The advanced ionic technology also infuses moisture into the hair by emitting negative ions that break down water molecules. By increasing moisture into the hair shaft, each strand is less likely to break and has improved texture for a healthier shine.

Botanicals and other natural ingredients are also key to ethnic formulations that promote healthy hair: (1) Ingredients such as rosemary, mango, honey, avocado, jojoba, shea butter and coconut oil appeal to ethnic consumers and make for great marketing messages. Formulators are continually discovering ways to solubilize these natural oils and emollient moisturizers into hair products.

Kenra recently introduced a new hair care treatment, not exclusive to the ethnic market. Its Intensive Emollient Treatment for dry and chemically stressed hair features natural butters, mango, olive and cocoa emollients to replace lost lipids, while silk proteins fortify weak hair strands. Microencapsulated jojoba oil and natural plant extracts further drench hair in moisture. The goal is to help dry, brittle hair become noticeably more supple, radiant and manageable.

Ethnic hair care has been a niche market that is finally blossoming into a rich revenue source. Now that the market has reached a growth stage, product innovation and development will have increasing importance in the coming years.

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RELATED ARTICLE: PACKAGING CONSIDERATIONS.



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While the marketing and technology of ethnic products are under extensive research, other considerations, such as pack aging, cannot be ignored. Diversifying advertising and the use of models is part of the marketing message, yet you also want to be sure the product reflects more than culture. Current trends are important, as are the color and design.

"Cartons currently being produced for the hair color market call for vibrant yet warm colors with graphics that have new hairstyles and colors in the latest trends," explained Michael Little, marketing manager, Rex Corporation. He also sites easy access with open and close features for the re-use of the product as considerations, while catching the consumer's eye with a glossy UV coating or soft matted finishes.

However, difficulties are introduced when using ethnic models on the packaging. Because hair color shades can vary ever so slightly, greater control is needed in the printing. Colors must be perfect for the consumer to make the right product selection. However, finding a packaging printer that can ensure the hair color matches and the facial tones are perfect is difficult. "The amount of ink value in the flesh tones and hair color is much more saturated and color shifts are more pronounced than when printing Caucasian models," explained Sam Silcox, graphics and technical services manager, Rex Corporation. "The hair detail in dark-colored hair is much more difficult to achieve and hold on a printing press." When there are models with jet black or natural black hair color—two popular ethnic hair shades—with a long flowing hairstyle, maintaining hair strand detail and shape can be challenging. "Utilizing a digital-workflow system, scanning and retouching can help resolve any issue that might be a print reproduction concern," said Silcox. According to Pira International, which follows developments in the packaging industry, digital printing will account for almost 20 percent of all printing by 2010. "Small printers have been leading this digital revolution which can meet the growth in demand for personalized printed packages," agreed Yrjo Aho, Stora Enso Consumer Boards marketing director. The company predicts digital printing will take a strong position in packaging markets and become a mainstream process. Digital printing's biggest strength is the ability to personalize brand products and support customer relationship management concepts. "Personalized packages are being developed... whereas marketing is focused on selected target groups," added Gilles Pinget, Digital Packaging SA's managing director.

The primary rule of thumb is to be sure you have thought about the outcome of your packaging and have discussions with your packaging supplier in the early stages to ensure its success on the retail shelf.

### 3: OPPORTUNITY KNOCKS

Bryan Durocher

By working with salon owners in five challenging areas, hair care product manufacturers can build a distributorship that will sell their brands for a lifetime.

The personal care products industry in the United States topped \$52.9 billion in sales in 2001, with professional salon and spa retail claiming only a little above two percent of these sales. Even with consumers being loyal to their salon or technician for services, and in spite of the strong relationships they build, retail purchases are not significant. This is not implicative of the opportunity manufacturers have in respect to the professional hair care industry. But, it is important to look at the intricacies of the relationships between the salon owner, the staff, the clients and the manufacturers to provide a detailed picture of what is really hindering professional product sales.

Five major challenges must be overcome to bridge the gap and reach the potential revenue available to this market: business skills, divided attention, lack of a retail environment, product dialogue and retail goals/incentives. Turning these challenges into opportunities could open the door to success in the professional hair care market.

**1. BUSINESS SKILLS.** Many salon owners received the technical and creative skill to provide hair care services but did not obtain solid business skills, training or understanding while they were in school. They may know that retail sales are important yet do not realize how significant retail profit is compared to the service dollar. They naturally focus their attention on what they know and do best—providing technical services.

The opportunity is to focus on the salon owners' understanding of the numbers first. They need to know what their business' numbers mean and see that product sales are the fastest way to a healthy bottom line. This can take time, as many have just been writing checks and keeping a mental tally without an organized accounting system. One distinction to be noted is the salon owners who have come from different business arenas or have had extensive education in addition to their cosmetology license usually provide a stronger overall business understanding and practice.

2. **DIVIDED ATTENTION.** Salon owners have their attention divided in too many places. The majority within the industry is trying to run two businesses at the same time. According to a Sale Metrix, Inc. survey describing salon ownership, 77 percent are full-time owner/operators, 15 percent are part-time owner/operators, and only 6 percent of owners are not working in a treatment room or behind the chair at all. This means most owners are juggling servicing clients and managing staff and running a business while being interrupted multiple times during the day. Some are caught up in their own service revenues being poured into the business in order to keep it open and are afraid to step out from behind their chair for fear of not being able to meet their overhead.

Providing training and development on leveraging their business by working through others is the solution. Help owners map out specific hours each week to market and develop their business is the place to start. It is important to support the shift from working in their business to working on it. The potential revenue from developing other's potential far outweighs what is generated by their individual sales.

3. **RETAIL ENVIRONMENT.** Many salons owners leave little space in the front of the salon for product, which is often inaccessible, locked away in display cases. The opportunity here is to help them design a retail shopping environment or experience.

Educate salon owners on the merchandising techniques successful retailers use. Creative retail product displays should have a major presence in the entrance to the business and throughout the entire salon. The atmosphere must stimulate the five senses. Examples would be certain types of music that relax the client and put them in an enjoyable mood, aromatherapy throughout the shopping area and inviting displays that allow the clients to feel and examine the product selections. Manufacturers who support and can contribute ideas for merchandising tools that pique consumer interest, such as tester units, will definitely benefit in the long-term sales of their salon owner client.

4. **PRODUCT DIALOGUE.** Another challenge to retail sales is a lack of training in sales. Most salon owners and technicians do not know what to say or when to say it. They are focused instead on providing service recommendations. Most of the time, they know just enough about the products to use them in a professional service. Common responses from technicians hesitant to learn sales include not wanting to be a salesperson and being seen as pushy. To overcome this, salon technicians need to be educated in how to integrate products into home regimens to complement the service experience. Having basic product knowledge classes is not enough.

Coach salon owners and their staffs on what to say and how to say it, using hands-on involvement. Having a defined client experience that integrates retail product during the consultation, service and close of the visit creates consistent business performance. Consistency is the difference between a good retail business and a great one. The keys here are role-playing dialogue with the entire team and repetition. This is an ongoing process. Retail sales should be a part of every job description as it supports client retention. When looking at successful counterparts in the beauty industry such as cosmetic representatives in department stores, the first thing they learn are the products and how to recommend them. Look at the successful results they have with pulling complete strangers into their care and closing large product sales. How much more can a salon technician do for a client with whom a relationship has developed? Technical education when combined with product knowledge creates experiential learning that is retained.

#### 5. **RETAIL GOALS/INCENTIVES.**

The call to action and the compelling reasons to recommend product are often absent in salons where retail sales are down. Offering a commission is not enough.

Historically, three types of motivation call people to action: fear and intimidation, incentives and casual motivation. Fear and intimidation should be left out of this picture completely. Incentives are great because the prize or reward is only given when specific goals are achieved. This technique has been around forever because it is effective. Incentives have to be examined carefully to find out what interests these professionals.

Some incentives such as product rebates interest owners, while prizes, education or money would be of interest to their staff members. This motivation can be a combination of acknowledgment, self-satisfaction of doing a job well and, of course, money. However, although money is a powerful incentive, it is not many peoples' primary call to action. Finally, casual motivation simply means that everyone in the salon environment is doing their part because they want to. In essence, when the "cat is away the mice are not playing." This level of motivation occurs when the time has been taken to identify the goals of the salon owner's business—and the individuals working within it—and to help them to achieve long-term success.

Some manufacturers have answered the call when it comes to promoting long-term retail sales within the salon market. They have developed business programs and universities to support the overall success of the salon owner's business. The salon owner is getting coaching in some or all of the challenging areas and is implementing the education into their businesses. The result is a financially secure salon with a strong bond and loyalty to the manufacturer who supported the process.

A multitude of product choices available to this market with variety in price points, packaging and target markets that overlap make it difficult to penetrate. Companies who want to do business with the salon market need to understand this and distinguish what it is about their organization that truly is or can be different. Manufacturers can sell salon owners a product today or work with them on these five challenging areas to build a relationship that sell products for a lifetime.

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Bryan Durocher is the founder of Durocher Enterprises, [www.durocherenterprises.com](http://www.durocherenterprises.com). His involvement with coaching and salon/spa management for the past 13 years has given him a wealth of knowledge and resources in business and marketing. Durocher also manages successful salons and spas in New York and California, including the renowned Paul Labrecque Salon and Spa. He has appeared in many publications and has provided business education nationally through The Salon Association and several professional beauty trade shows.

#### 4: STOREFRONT. Hair Care

Pop culture reveals new trends as the world changes, inventing new challenges for the manufacturer. The answer to I can't do a thing with my hair, has grown ever more complicated. From high gloss to brilliant style, key marketing phrases are being splashed across the pages of best-selling consumer magazines, which are showing off bigger issues with stylish cuts and more color to its readers. With a market that is constantly being flooded with ideas and suggestions, it is difficult to predict what the next trend might be. With new product launches perpetually being unveiled for the upcoming season, the industry has to keep its sights on the horizon for upcoming consumer desires and solutions to meet those demands. In the meantime, following are just some of the most recent launches from salon professional and mass market marketers. With contributions from Rachel Chapman, assistant editor for Cosmetics & Toiletries magazine.

##### Creme of Nature

- \* Collection: Colors
- \* Products: Natural Black, Medium Brown, Red Clay
- \* Boasts: Three new shades of permanent color for men, in an easy-to-apply, low ammonia cream gel formula, that uses a liquid crystal technology to allow penetration of hair color
- \* Key ingredients: Wheat extract, marine collagen
- \* Available: Now at mass retailers
- \* Retail: \$5 each

##### Modern Organic Products

- \* Collection: Lemongrass
- \* Products: Shampoo, Conditioner, Lift
- \* Boasts: Cleanses, conditions and styles fine and limp hair with certified organic lemongrass extract
- \* Key ingredients: Lemongrass, plus chamomile, calendula, cider vinegar, soybean wheat protein; castor oil, wheat germ, honey; wheat protein, chitosan
- \* Available: Now at select salons
- \* Retail: \$11.50, \$12.50, \$14.50, respectively



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Clairol

- \* Collection: Nice 'N Easy
- \* Products: Nice 'N Easy
- \* Boasts: Reformulation features copper-blocking technology, patented conditioning technologies and patented multi-tone color
- \* Key ingredients: N/A
- \* Available: February 2003 at mass retailers
- \* Retail: \$6.00 each

Goldwell

- \* Collection: Definition Serums
- \* Products: Color & Highlights, Permed and Curly, Dry & Porous Repair
- \* Boasts: Leave-in treatments formulated in a new delivery method for intensive conditioning, leaving hair light and manageable
- \* Key ingredients: Aloe vera milk, alpha hydroxy acids
- \* Available: Now at select salons
- \* Retail: \$5 each

EC Mode

- \* Collection: Wellness
- \* Product: Optimum Hair Growth System Kit
- \* Boasts: Gently exfoliates to help men or women with thinning hairlines or thinning hair
- \* Key ingredients: Vitamins C and E, herbal extracts
- \* Available: Now at select salons
- \* Retail: \$32.99

~~Sony Hair Concepts~~

- \* Collection: Wild
- \* Products: Untamed Whipped Wax, Unshakeable Firm Holding Fixative, Flashy 3-D Shine Gloss
- \* Boasts: Combines attitude with flair for an edgy, clever and intimate alternative look
- \* Key ingredients: N/A
- \* Available: Now at select salons and specialty retailers
- \* Retail: \$14.95, \$12.50, \$13, respectively

Farouk Systems USA

- \* Collection: BioSilk Kids
- \* Product: Bubble Gum Bubbles No Tears Shampoo, No Kinks Conditioner and No Tangles
- \* Boasts: 3-step line designed for kids
- \* Key ingredients: Fun
- \* Available: Now at select salons and spas
- \* Retail: N/A



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Global Cosmetic Industry January 1, 2003

**Pureology**

- \* Collection: Pureology
- \* Products: VolumeShampoo, VolumeCondition
- \* Boasts: Pure 100% vegan ingredients volumize hair while ensuring color preservation
- \* Key ingredients: Heliogenol, melanin, vitamin C and E, aromatherapeutic essences
- \* Available: Now at select salons
- \* Retail: \$19 each

**Zotos International**

- \* Collection: Quantum Reds
- \* Product: Daily Color Replenishing Shampoo and Refreshing Conditioner
- \* Boasts: Formulated to replenish, refresh, brighten and protect all shades of red hair
- \* Key ingredients: Equalizer 4 Color Protection Complex
- \* Available: Now at professional beauty supply stores
- \* Retail: \$5.39 each

**Avalon**

- \* Collection: Organic Botanicals
- \* Products: Nourishing Lavender, Clarifying Therapeutic Lemon Verbena, Revitalizing Therapeutic Mint Thyme, Volumizing Therapeutic Rosemary
- \* Boasts: Therapeutic shampoos and conditioners derived from certified organic plants and flowers
- \* Key ingredients: Vitamins, botanicals
- \* Available: Now online and at select natural products retailers
- \* Retail: \$6.95 each

**Philip Pelusi**

- \* Collection: Phyto-Life
- \* Product: Age de phy Rejuvenating Shampoo
- \* Boasts: Moisturizing system with gentle exfoliation combats the signs of mature hair
- \* Key ingredients: Apple seed, oat kernel, honey, soy protein, pumpkin, lemon extract, matricaria
- \* Available: Now online and at select salons and spas
- \* Retail: \$23.95

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December 27, 2002 Friday

## SECTION: ENTERTAINMENT

LENGTH: 489 words

HEADLINE: Catherine Zeta-Jones: 'Chicago'

BYLINE: Amy Powell; InStyle

## BODY:

Catherine Zeta-Jones shows off more than just her acting abilities and stunning looks in the screen version of "Chicago." The formally trained singer and dancer was the first to be cast in the period film (set in the Roaring Twenties)—as Velma Kelley, a vixen vaudeville performer and murderess. "Like Velma she's smart, kind of vulnerable," says hairstylist Karyn Huston, "and she's able to make Velma likeable even though she's a murderer." Costume designer Colleen Atwood agrees, adding that Zeta-Jones's natural glamour matches that of Velma's. "The idea was that even if she didn't have two nickles to rub together she looked liked a million bucks. Even her prison uniform still had a little Velma glam."

## Hair

While actresses do make sacrifices for movie roles, Zeta-Jones did not have to lop off her locks for this one—she wore a wig. According to Huston the clean bob with short bangs, a la Louise Brooks, was a perfect fit. "We wanted to make it look like Catherine got her hair cut, so we matched the wig perfectly to her hair color." Although Huston was styling a wig, she says you can use the same steps on your own hair to create this glamorous look. Start by adding **Sexy Smoothie Straightening Tonic** to damp hair, then blow it dry with a Mason Pearson brush. "You don't want to use a round brush because you don't want a lot of height with this look. You just want to put a nice bend at the ends," she advises. Finally, after applying a few drops of Kerastase Nutri-Instant Serum to the hair, go over it with a flat iron. That step, Huston says, is the trick to ultra-shiny hair.

## Accessories

"Velma's a show girl so her style has a bit of flash," says Atwood. In this photo Velma dons a velvet and satin cloche that was purchased from a vintage collection, and a long glass necklace that Atwood found at a flea market. She also thinks people may go crazy by all of the fishnet stockings on screen. "I probably went through 100 pairs each," says Atwood who outfitted Zeta-Jones in stockings by Wolford and her co-star Renee Zellweger in ones by Agent Provocateur. Other undergarments making star appearances are garter belts. "I made the ones in the film, but Victoria's Secret has a version of them right now," says Atwood.

## Clothes

"Velma opens the movie as a very strong character and she remains that way; her colors are black and bold," says Atwood. "She has complete fearlessness." Atwood researched 1920's dress by going through books, archives and journalistic photographs. Before designing anything, she also watched the dance rehearsals to see how much movement was involved. "Dancing was a huge influence on the design," she says. "It limited some things, but it all works in a positive way." In this photo Velma Kelley makes a court appearance wearing a luxurious chocolate brown cashmere coat with a fox collar, over a satin slip dress with black lace trim.

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The hair care market: hundreds of competing hair care brands answer  
increasingly diverse needs.

Veronica MacDonald

Total number of pages for this article: 9 FULL TEXT

THE \$1.3 BILLION SHAMPOO and \$796 million conditioner categories are  
rising ever so slowly as marketers strive to answer every possible hair  
care need. Shampoos grew 1.5% while conditioners rose 1.1% for the year  
ended Oct. 6, according to Information Resources Inc., Chicago. These  
figures exclude Wal-Mart sales.

What are consumers buying these days? Well, shampoos and conditioners  
that add volume and moisture are doing quite well. At the same time,  
consumers want hair color in a variety of shades. Still, they want it  
all at an affordable price.

Procter & Gamble, the mass market hair care leader after the  
acquisition of Clairol in November of 2001, studies the market carefully  
to develop, reevaluate and extend its many hair care brands. The company  
recently reduced its Aussie prices by 14% to meet a lower-priced need.  
The Vidal Sassoon (VS) brand is also being reevaluated for its poor  
performance in North America, and will be withdrawn from distribution in  
the early part of 2003. Head & Shoulders continues to be No. 1 in the  
anti-dandruff category, especially with its new look and conditioners  
that were launched in 2001.

"P&G is looking across all the different brand segments in terms of  
different needs, pricing and getting our portfolio strong," said Maria  
Burquest, spokesperson for P&G. "We want to make sure we have the right  
mix."

And finding the right mix is important for the increasingly diverse  
U.S. population. "The rep-pop (representative population) is no longer  
the rep-pop," insisted Ms. Burquest. "There are so many consumers out  
there with different needs and desires--it's not one-size-fits-all any  
more."

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So this year has seen many new additions that largely focus on updated technology to achieve various looks, such as volume, curls and long-lasting hair color.

#### Height and Lift

Volume is a key term in the industry right now as fashion has pointed to heightened hairdos. The newly reformulated and repackaged Pert Plus 2-in-1 shampoos are said to clean and condition hair without leaving residue, resulting in light and lively hair. There has been a stigma for some time that 2-in-1 products weight hair down. "We have definitely shown that is not the case," insisted P&G's Ms. Burquest. "Pert does not cause buildup."

Pert Plus shampoo is the No. 10 brand in the U.S., according to IRI. P&G executive also reduced prices of the four sizes by 17% to encourage new buyers and keep existing ones. Pert Plus is available in five versions: shampoo plus medium (normal hair), light (fine or oily hair) and deep (dry hair) conditioners, anti-dandruff and no-tears.

In salons this fall, John Paul Mitchell Systems (JPMS) launched Extra-Body Daily Boost, a volumizing root-lifting styling product using panthenol and natural ingredients with a precision sprayer. It is the latest addition to the Extra Body System, which includes Paul Mitchell Extra-Body Daily shampoo, Daily rinse, Body Sculpting gel and foam.

Sebastian International's citrus-scented Shaper line added a Volume Boost shampoo and Volume Boost conditioner to make hair soft, volumized and manageable.

Schwarzkopf & Dep's L.A. Looks brand introduced shampoos and conditioners featuring Flexan, a styling polymer that gently washes away buildup by bonding to styling residue and promotes volume. The products also contain hair strengthening compounds with thermal protection, anti-static, humidity-resistant and fortifying properties. The four L.A. Looks shampoos and conditioners include Shine Enhancing, Moisturizing, Volumizing and 2-in-1 Sport.

#### Volume, Naturally

Fine and limp hair is no more with Modern Organic Products' (MOP) new Lemongrass conditioner and Lemongrass lift. Joining the original Lemongrass shampoo, these products condition and style lifeless hair with certified organic lemongrass extract, which slows the scalp's production of oil and increases volume and luster, and promotes the growing organic ingredients trend.

"Hair is soft right now and volume and texture have become important again," insisted Matthew Williams, artistic director, MOP. "The airy texture to hair is looser and less strict than previous years, but not

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so fussy that you wouldn't want to touch it."

Other ingredients in the conditioner include chamomile, calendula, blackberry, grapeseed, ginkgo and soybean extracts, as well as wheat protein, wheat germ, cider vinegar, castor oil and honey. Lemongrass Lift, a product that protects the hair against chemical services and heat styling, contains chitosan and organic extracts.

#### Let it Shine, Let it Shine

With lifeless hair comes dull shine. Goldwell has reformulated its Definition line of shampoos and treatments with aloe, almond, avocado and lemon plant milks to repair, protect and enhance shine in four categories: Color & Highlights, Permed & Curly, Dry & Porous and Shine & Vitality.

L'Oreal's new FreshVive line is specially formulated for frequent hair washing and eliminates stripping and buildup. Featuring a Citrus CR complex, FreshVive keeps hair fresh, clean and healthy-looking all day, executives said. The line includes FreshVive Clean Shine shampoo, conditioner and 2-in-1 shampoo and conditioner.

#### Smoothing and Moisturizing

Another common hair problem is unruly flyaways that are often caused by damage. Australian company Fudge introduced Unleaded Everyday Shampoo 1 and Conditioner 1. The shampoo uses panthenol to seal split ends and make hair more manageable. The Unleaded Everyday Conditioner 1 contains a blend of protein-based ingredients to strengthen and moisturize hair and reduce static flyaways. The shampoo has a light sherbet scent.

This month, Sebastian launched three new Raw hair products under the Xtah line: Raw Sensuality Hydration shampoo, Raw Sensuality Hydration conditioner and Loose Locks styling lotion. The shampoo and conditioner hydrate, nourish and replenish the hair. Infused with an orange blossom scent, both contain botanical essences; the conditioner has panthenol, hydrolyzed algae extract, jojoba and sweet almond oils and the shampoo features panthenol, hydrolyzed wheat and olive oil. Xtah Loose Locks separates the hair with a flexible, **sexy** and "undone" look.

**Sexy** Hair Concepts, Chatsworth, CA, introduced its new Healthy **Sexy** Hair Moisture collection, including Healthy **Sexy** Hair Soymilk Moisture shampoo, Soy Potion Miraculous leave-in treatment and Soy Gelatine Firm Holding gel. The shampoo infuses hydrating ingredients soy protein, jojoba oil, chamomile extract, avocado oil and hydrolyzed wheat protein to the hair with a peach fragrance. It makes hair soft, shiny and manageable, according to executives.

Zotos International's Innovative Styling Options (ISO) brand added ISO Prescriptive, a sub-line of products described as "the prescription for beautiful hair." The products impart conditioning and manageability to

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hair and encourage styling using Tri-Active technology, a blend of vitamins, proteins, moisturizers and positive charges to strengthen and hydrate hair and boost shine. Products include Daily Balancing Cleanse gentle shampoo, Reviving Cleanse moisturizing shampoo, Purifying Cleanse deep cleansing shampoo, Daily Nourishing Condition light creme conditioner, Recovery Condition intensive treatment and Stress Defense spray-on leave-in protection. ISO Prescriptive also offers eight styling and finishing products.

Along the same lines, the ISO Multiplicity line introduced Moisture Hydrating shampoo and conditioner. The hair care and styling line, designed to cater to every hair care need, offers ultra-hydrating products to treat dry, damaged or color-treated hair infusing the hair with NMF (natural moisturizing factor) to create a moisture barrier.

Pool water can be extremely damaging to hair. That's why Sausalito, CA-based California North launched Sea Blast shampoo. This pH-balanced product restores lost moisture to hair with sea kelp, algae, chamomile, nettle, henna, rosemary, comfrey, sage, aloe and wheat and soy proteins. The companion Watermint conditioner infuses the hair with herbs, aloe, kelp, proteins and peppermint oil to condition the scalp and improve the look and feel of hair.

#### Curly Swirly

In the spring, Redken introduced Fresh Curls, a line specifically formulated for the special needs of curly hair, such as control in humid environments. Forty-five percent of women in the U.S. and 27% of women in Europe reportedly have wavy or curly hair. And the catwalks have recently starred naturally curly-haired models.

"One of the newest primary requirements is taking care of naturally curly hair," said Karen Fuss-Zipp, vice president of U.S. marketing, Redken. "The problem with curly hair is that it tends to be frizzy, so we made sure Fresh Curl defines, moisturizes and de-frizzes to make hair look healthy."

The comprehensive line includes a shampoo, conditioner, Spin Control curl-defining leave-in treatment and Curl Boost scrunching spray gel. Fresh Curls features the interbond conditioning system, a technology that delivers definition, control and moisturization to curly, frizzy hair using coconut oil, calcium and honey. Other ingredients include protein, cationic polymers and silicones.

Perms are another way to achieve that naturally curly look. Goldwell has launched its 2003 perm technique book, "Dynamic Styles," created by top German hair stylist Joe Lorenz. The guide demonstrates four new texturizing techniques using Goldwell's Colorance Acid Color and Goldwell texturizers to create "Color Perming." The four styles include Curly Temptation (long spiral curls), Swingin' Delight (mid-length

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face-framed hair), Summer Breeze (short hair with square sections) and New Romance (loop-twisted short hair).

#### Slather It On

For severely damaged hair, many companies offer leave-in treatments that permeate the hair shaft and repair damage. Lamaur, a Zotos International division, recently launched Bone Marrow Deep Penetrating treatment, a conditioning product that reconstructs and strengthens all hair types using hydrolyzed collagen, panthenol and lecithin. Executives said Bone Marrow helps stop and prevent breakage while adding body to fine, limp hair.

Ouidad's Botanical Boost spray-on conditioner recently received Allure magazine's "best stay-in-leave-in conditioner" award. The lightweight conditioner combines amino acids, vitamins and botanical extracts to moisturize dry and brittle hair. It also boosts flexibility and elasticity. Botanical Boost can be used on wet or dry hair to refresh curls, tame frizz and enhance shine, according to executives.

Redken's All Soft Addictive Hair Transformer uses nanospheres of avocado and jojoba oil to detangle, soften and condition hair without greasiness. "The nanoemulsion technology adds moisture to hair without weighing it down," explained Karen Fuss-Zipp, vice president of U.S. marketing, Redken. Executives said it also contains wheat protein and lecithin to promote fullness.

Sexy Hair Concepts' Soy Potion Miraculous Leave-in treatment is a reparative treatment for dry and chemically-treated hair that delivers protection in a lightweight gel. It contains vitamins A and E, nourishing oils and a mango-ginger scent. The firm holding gel is alcohol- and flake-free and strengthens the hair with soy and wheat proteins as well as lemongrass, ginger, orchid and peach extracts.

#### Burn, Baby, Burn

A major culprit for damaged hair is heated styling tools, such as hairdryers and flat irons. Kenra recently introduced Intensive Emollient treatment, a blend of mango, olive and cocoa emollients and silk proteins to replenish lost lipids and strengthen weak strands. The Intensive Emollient treatment also contains microencapsulated jojoba oil.

Pantene ProV's new Daily Moisture Renewal shampoo and conditioner for dry/damaged hair contain a pro-vitamin formula that repairs damage and seals in moisture to provide 10 times more protection against future damage, executives said. P&G reported 73% of women said they have damaged hair and 41% think their hair is dry. And nearly half said winter is when their hair is most dry.

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"Pantene approached consumer needs differently a few year's ago and focused on end-benefits, or what consumers wanted their hair to do," explained Ms. Burquest of P&G. "But there is still a segment of consumers who are really hungering for that intense moisturization."

#### Maintaining Color

Moisturization is also critical to maintaining hair color, as well as UV protection. To help maintain both color and shine, Redken launched Color Extend Injection Color-Charged conditioners. This uses the company's interbond conditioning system and a patented chromatic direct dye technology to promote long-lasting color. Six shades are available: Platinum Toner, Blonde Cast, Copper/Gold, Red and Copper.

"The Color Extend line makes sure consumers keep the integrity and maintain color received at the salon," said Redken's Ms. Fuss-Zipp. "It really freshens color up."

Quantum Reds, a new collection of products to reduce red color fading, is new from Zotos International. The products use the Equalizer 4 Color Protection complex which is formulated to replenish, refresh, brighten and protect all shades of colored red hair. Quantum Reds includes a Daily Color Replenishing shampoo, conditioner and two-phase color protector (colors and conditions).

EC Mode has launched Revitalizing shampoo to combat oxidation on colored, permed or chemically straightened hair. Nine botanical extracts such as yarrow and burdock as well as vitamins C and E help to increase the longevity of color and perms, prevent breakage and counteract the effects of hard water. Executives suggested it be used in combination with EC Mode's Brilliant Detangling conditioner to promote healthy hair and scalp.

Color Protect, a three-part hair care system from JPMS, contains sunflower extract to combat the fading effects of UV radiation. Color Protect includes a Daily shampoo with vegetable-based conditioners, Daily conditioner with wheat proteins and amino acids and Locking spray with silicone and panthenol to lock in color and shine. All Color Protect products use JPMS' activated moisturizing and shine blend of Hawaiian awapuhi, chamomile, henna, rosemary, aloe vera and jojoba moisturizers.

Matrix's Biolage Earth Tones Color Refreshing conditioners promise fresh-from-the-salon hair color. Executives said the unique botanical complex provides intense conditioning, recharging shine while rich pigments, inspired by nature, refresh the color. Earth Tones also contains shine-enhancing molecules, botanical extracts and cationic conditioning complex. Earth Tones are available in salons in five shades: Violet (cool blonde tones on light- to medium-blond hair), Light Gold (gold tones on light-blond to light-brown hair), Copper

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(warm copper tones on light- to medium-red and brown hair), True Red (red tones on medium- to dark-red and brown hair) and Natural Brown (natural brown tones on medium- to dark-brown hair).

#### Goodbye to Sulfates

PureOlogy, Irvine, CA, extended its color-protective hair care lineup with VolumeShampoo and VolumeConditioner using a volumizing blend, heliogenol, vitamins C and E and silica. Executives said this is the first sulfate-free, less irritating shampoo that protects color and volumizes hair. All PureOlogy products contain a "Longer-Lasting Colour Guarantee." The conditioner has high levels of the volumizing blend to weightlessly detangle the hair, executives said.

PureOlogy executives estimate 65% of the population has fine hair, but do not use satisfactory products. "The problem is they use they type of products that dry and strip color in order to get volume," insisted Jim Markham, chief executive officer and co-founder of PureOlogy Research LLC, Irvine, CA.

PureOlogy also launched ColourMax, a daily sealant spray that restructures and protects temporary hair color from UVA/UVB rays, oxidation and styling five times longer than normal. Executives said hair is 50% more vulnerable when wet, and ColourMax prevents combing snags. The product features a blend of rose, geranium and sandalwood and no animal byproducts.

"Consumers are ingredient junkies," asserted Mr. Markham. "They are more aware and concerned."

But that's not all that is changing. PureOlogy executives view hair color as the wave of the future, including products that help to preserve vibrant hair color. "Hair coloring is probably in its infancy and will be here for a long time," Mr. Markham insisted. "There will be more of it, more men using it and the explosion will continue."

#### Real Men Wear Color

Combe Inc.'s Just for Men recently partnered with Maxim magazine to launch Maxim Magazine Haircare, a line of four contemporary hair colors (Bleach Blond, Sandstorm, Black Jack and Red Rum), a strong-hold gel and a 2-in-1 shampoo. Just for Men is the No. 5 best-selling hair coloring brand in the U.S. with sales of \$68 million for the year ended Oct. 6, IRI reported. The new hair colors are versatile, and can create highlights, tips or full-head color. Executives insist young men are looking for just these options to create personal, fashionable styles.

Blondes are one of the hottest commodities right now, for men and women, dark to platinum, according to Mark Wofford, manager of evaluation services, Combe Inc. But each fall and winter there is a

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strong trend in reds and auburns. However, "the difference this year is men and women are going for pieces, tips and chunks," he said.

The young male population is especially interested in highlights. Maxim Magazine haircolor comes with a patent-pending application tool to easily apply highlights. And due to fitness magazines and TV, grooming has been brought to the forefront of men's minds.

"There is no longer a stigma about men coloring their hair," insisted Mr. Wofford. "And as the graying of America continues, we will see more and more men coloring their hair."

John Paul Mitchell Systems' the color introduced Male Service, a new color kit that gives stylists the tools to create the color men want, such as cooler, natural tones. The kit offers a sampler of tones, a guide and tools.

#### Color for the Ladies

L'Oreal, the top vendor in the hair coloring market with sales of \$463 million according to IRI, introduced new collection of three sizzling shades--Feria Power Reds. The colors answer the call of women who have dark hair and have experienced fading shortly after at-home application. L'Oreal said that while only 8% of women are natural redheads, 20% of hair color users prefer red shades. Feria Power Reds use Colour Booster, a patented blend of chromatic dyes that illuminate and intensify permanent hair color. The new shades include Blowout Burgundy, Ruby Rush and Flaming Red.

Clairol, second only to industry leader L'Oreal, controls 39% of the U.S. hair coloring market, according to the ACNielsen. L'Oreal controls 50%. In the fall, Clairol Natural Instincts launched the Autumn Spice collection, three warm-toned brunette shades (Spiced Cider, Cinnamon Stick and Roasted Chestnut) for the fast-growing brown category. Also new is the Clairol Hydrience Sunlit Topaz collection. These jewel-toned blonde shades include Sparkling Sunstone, Golden Glow and Sienna Luster.

Clairol's Nice 'n Easy brand will soon feature a new star ingredient--a copper-blocking compound. Executives said copper is often found in tap water and can prematurely speed up the coloring process, leaving hair with a less vibrant dyed color. This technology is borrowed from P&G's fabric care unit, which maintains clothes' original hue.

Industry insiders said this reformulation is just the beginning of several initiatives designed to revive Clairol's heritage. P&G will unveil Clairol's decades-old questions for baby boomers: "Do blondes have more fun?" and "Does she or doesn't she?" P&G revealed that 55% of American women color their hair--36% do it themselves at home while 19% go to the salon. Nearly half of women started coloring their hair at age 17 or younger and want to make their hair lighter.

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(Publication page references are not available for this document.)

Clairol Professional recently introduced Kaleidocolors Violet, the latest shade joining Kaleidocolors' powder lighteners that lift and deposit tone in one step. Executives said Kaleidocolors were designed to lift up to four levels, leaving hair with soft, natural-looking cool tones. The end result is non-brassy medium-brown to light-blond hair. Other lighteners in the line include Gold, Blue and Neutral. All contain aloe vera and a light melon scent. Kaleidocolors Violet is sold in 1-oz. packets or an 8-oz. tub.

John Paul Mitchell's the color True Red series, with three new eye-popping shades, completes the red color palette to allow hairdressers to create an unlimited variety of permanent red shades, executives said. The three shades, Violet Red (5VR), Red Red (6RR) and Orange Red (7OR), are oxidative without a brown base, so they can be combined with various colors. They also have a low-ammonia, conditioning base to promote healthy and shiny hair.

Revlon's new High Dimension Beach Blond Lightening kit provides dramatic blonde color in 10 to 30 minutes, which is half the time of traditional blonding products, according to executives. The Liquid Crystal Lightening system formula also works to make hair soft and conditioned with amino acids, coconut oil and collagen, as well as UV-protected, manageable and non-brassy or ashy. "We're excited to offer women a bleach blonde product that works to leave hair shiny and healthy while minimizing the risk typically associated with lightening through a bleaching process," said marketing vice president Patricia Wheatley in a statement.

Redken's new Color Fusion Hi-Fusion Color Highlights and Amplifier offers four new dual-purpose shades--red/copper, red, red/violet and violet/red--to increase the tonal intensity of Color Fusion or be used as a stand-alone highlighter. These non-permanent dyes use a new generation of chromatic direct dyes and ammoniated/lifting base. The color lodges into the cuticle layers and lightens the hair's natural base. Redken's exclusive conditioning creme system also imparts shine and conditioning.

#### Apples and Oranges

Fruit is capturing the attention of hair care formulators. Clairol Herbal Essences, the No. 1 brand in the shampoo market with sales of \$93.6 million for the year ended Oct. 6 according to IRI, launched the new Fruit Fusions collection in April. The line features a number of exclusive, sophisticated and fruity fragrance blends to capture the same kind of attention that Herbal Essences has generated. Though teens are often targeted with fruity combinations, P&G insists Clairol Herbal Essences Fruit Fusions appeal to consumers in general. "The brand has done well with younger consumers," insisted Ms. Burquest. "But teens aren't the only ones using the products in their households."

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(Publication page references are not available for this document.)

The nutrient-rich products come in four formulations for various hair care needs: Purifying (kiwi, kumquat and fig), Protection (mandarin, starfruit and papaya), Revitalizing (pomegranate, lychee and persimmon) and Hydrating (blackberry, avocado and mango). The launch was also accompanied by two body washes. The shampoos and condi retail for \$3.49 each.

For tweens, the Suave Hair Vibe line features fruity scents in a collection of three shampoos, a conditioner and a styling gel. The sub-line includes Berry shampoo, Peach shampoo, Pear conditioner, Melon 2-in-1 shampoo and conditioner and Apple Max hold gel. Executives said tweens spend \$10 billion annually and influence an additional \$74 billion in family spending.

#### Flakes Galore

Fruit and other botanicals are rich in vitamins, which are spotlighted in a few treatments for eczema and dandruff. Malibu, CA-based EC Mode answers the problems of dandruff or eczema with its EC Mode Dandruff and Eczema System kit. All three products, Scalp Therapy shampoo, conditioner and revitalizer, contain fresh-dried vitamins and botanicals to gently control and relieve symptoms such as itchiness, redness and flaking. The products also normalize the exfoliation rate of the scalp, acidify the scalp's pH balance and remove mineral buildup from water.

Lamas Botanicals Chinese Herb Stimulating shampoo uses an age-old Chinese formula containing 50 exotic herbs to stimulate, break down buildup and revitalize weak hair and the scalp. The shampoo alleviates dandruff, dryness and itchy scalp. It also dissolves sebum and debris and clears follicles to prevent premature hair loss.

Neutrogena introduced T/Gel Overnight Dandruff treatment, a foaming leave-on spray with salicylic acid that effectively reduces dandruff, seborrheic dermatitis and psoriasis, according to executives. The pleasant-smelling and fast-drying treatment rinses out with shampooing. Neutrogena also launched Overnight Therapy, a protein-rich, leave-in spray conditioner designed to penetrate the hair during sleeping, lessening the effects of hair dyes, styling products and the environment. Overnight Therapy's fragrance combines apple, green melon, linden blossom, musk, creamy apricot, white lily and osmeanthus.

#### Sometimes Thin is Too Thin

Thin hair is a concern for many women--in fact an estimated 24 million women have fine or thin hair. Progaïne, a Pharmacia brand, recently added a daily hair care line to nourish hair with wheat amino acids and nutrients to help make fine, thin and thinning hair appear fuller. Safe for permed and color-treated hair, the lineup includes Progaïne Volumizing shampoo, 2-in-1 shampoo, Deep Cleansing shampoo, Weightless conditioner, Volumizing root lifter and Volumizing foam.

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Executives also offered tips for thin hair such as using products specifically for fine or thin hair, alternating with a volumizing and deep cleansing shampoo, using a weightless conditioner, adding lifting products to roots before drying and placing velcro rollers at the roots of dry hair.

Bionutrient Formulations, a new line from 15-year-old Nioxin Research Laboratories, is a system of hair care products for thin, colored hair. The main ingredient, Glyco-Fused complex, is a moisturizing blend of protective herbs and botanicals to protect the scalp from drying and irritating effects resulting from chemical services.

The company recently introduced Bionutrient Protectives Scalp Therapy, a conditioner for people with fine, thin and chemically-enhanced hair. The conditioner uses the Glyco-Fused and Co-zyme10 technology complexes, bio-complex minerals, naturally-derived enzymes and a vitamin, protein and amino acid blend that together exfoliate the scalp, neutralize color fading and build volume.

#### Trial and Error

Not only are consumers looking for the right solution for their hair care concerns, but price can also play a factor in those decisions. The cheaper the product is, the less guilty a consumer feels to toss it out if it doesn't do the trick.

"We continue to see segmentation, or consumers trying different things all the time," said P&G's Ms. Burquest. "It is not unusual for a consumer to buy a premium-priced hair care product and a low-priced one in the same trip."

Suave introduced several shampoos and conditioners to mimic premium brands at a low cost, such as Suave Amplifying shampoo and conditioner to replace Matrix Amplify. But what is the fuss all about? Hair, an extension of the body, seems to have taken on a life of its own.

"Just as people have opportunity to buy clothes to identify who they are, the same can be done with hair," explained Redken's Ms. Fuss-Zipp. "It says a lot about who you are and who you want to be."

Hair is extremely versatile, and that, some insist, is the reason it is such a hot commodity. "Hair is the one accessory people wear everyday," asserted MOP's Mr. Williams. "It's a statement about the time, where you are at that time and what is fashionable. It is a very personal thing."

#### L'Oreal Leads Coloring Category

L'Oreal is the leading player in the U.S. hair coloring category, according to IRI. Here are sales of the top 10 coloring vendors in food, drug and mass merchandisers for the year ended Oct. 6, 2002. Figures do not include

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Wal-Mart results. Dollar figures are in millions.

Vendor	\$ Sales	% Change
L'Oreal	463.0	2.6
Clariol	397.1	-3.0
Combe Inc.	91.6	6.9
Revlon Inc.	71.1	9.9
Garnier Inc.	66.5	24.1
Jerome Russell	5.4	22.3
John Frieda	4.2	92.2
Carson Products	2.6	6.7
Chattem Inc.	2.1	-24.3
Komb Ltd.	2.0	94.4
Total	1,115.5	2.2

Source: Information Resources Inc., Chicago.

Here are the leading shampoos  
ranked by dollar sales (in millions)  
for the year ended Oct. 6, 2002.

Clairol Herbal Essences	93.6
Suave	42.2
Head & Shoulders Classic	41.7
Private Label	41.3
Pantene Smooth and Sleek	37.0
Thermasilk	36.3
Pantene Clasically Clean	34.6
Pantene Sheer Volume	34.4
Finesse	33.8
Part Plus	32.2

Note: Table made from bar graph.

Here are the leading conditioners  
ranked by dollar sales (in millions)  
for the year ended Oct. 6, 2002.

Clairol Herbal Essences	50.7
Alberto VO5	41.3
Thermasilk	39.2
Infusium	32.8
Pantene Smooth and Sleek	31.9
Finesse	29.2
Pantene Sheer Volume	21.8
Pantene Constant Care	20.4
Suave	17.1
Pantene Color Revival	16.7

Source: Information Resources Inc.

These figures do not include Wal-Mart sales.

Note: Table made from bar graph.

## ---- INDEX REFERENCES ----

COMPANY (TICKER): Procter &amp; Gamble Co. (PG)

KEY WORDS: UNITED STATES

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NEWS SUBJECT: English language content; Corporate/Industrial News;  
Branding; Dow Jones Total Market Index; Marketing (ENGL CCAT  
CBRAND WEI C31)

MARKET SECTOR: Consumer Non-Cyclical (NCY)

INDUSTRY: Cosmetics & Personal Care; Advertising: Brand Names;  
Advertising; Non-Durable Houseware Products; Consumer  
Products & Services; Consumer & Household Products (COS IABN  
ADV HPN HOU HPR)

PRODUCT: Consumer Products (DCP)

REGION: United States; North America; United States; North American  
Countries (US NME USA NAMZ)

Word Count: 4472

12/1/02 HHPERSPI 64

END OF DOCUMENT

11 of 17 DOCUMENTS

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The People

October 27, 2002, Sunday

**SECTION:** FEATURES; Pg. 30

**LENGTH:** 329 words

**HEADLINE:** BEAUTY PEOPLE: THE WINTER HOT LIST;  
HERE'S THE 10 ESSENTIAL BEAUTY PRODUCTS YOU SHOULDN'T BE WITHOUT THIS SEASON...

**BYLINE:** With Yve Lyons

**BODY:**

1. Hairspray

Purehair Cornflower Working Spray, pounds 10, is the stars' setting secret. Fans of the organic range include Kate Winslet.

2. Deep conditioner

If you've been ironing your hair straight, your locks need some TLC and **Sexy Hair Concepts** Soy Salvation Deep Treatment Hair Masque with Oatmeal is perfect. It's pounds 18.75 for six sachets, but the Sex And The City girls swear by this quirky range.

3. Day cream

Clinique Weather Everything, pounds 27.50, keeps the elements at bay, while Superdrug's Optimum range Moisturising Day Cream SPF 15 does the same for only pounds 5.99.

4. Face mask The Body Shop Warming Mineral Mask, pounds 6, is full of essential oils to lift grit and grime from your face, leaving you with a complexion Gisele would be jealous of.

5. Moisturiser

Barbara Daly's Make-up for Tesco Face Lift, pounds 6, is a light-reflecting moisturiser which will disguise blemishes, making skin look as fresh-faced as Kate Moss.

6. Lipstick If Liz Hurley's lips leave you longing for fuller ones, try L'Oreal's Glam Shine, pounds 6.99. It's glittery, glossy - and lip-plumping, too.

7. Mascara THE mascara of the moment is Coup de Theatre, pounds 8.99, by Bourjois. It's double ended, with a white wand to lengthen lashes and a black wand to dress them up into the most dramatic lashes in showbiz.

8. Body shimmer

Celebs love sparkly shoulders and they're likely to use Sex Symbol Orgazmic Dust, pounds 15.50. Glow Girl! Shimmer Duster by Caboodles at Superdrug is only pounds 4.99.

9. Lip balm

Titania Hardie's a white witch worshipped by the likes of Kylie. Within her Beauty Spells range, I like the cute Magical Kiss Lip Balm Captivating Pucker Potion, pounds 3, which is moisturising with a sexy scent.

10. Concealer Boots No7 Radiance Concealer, pounds 10.50 is the best under-eye concealer I've used. Similar to the famed Yves Saint Laurent Touche Eclat, pounds 21, but half the price.



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The People, October 27, 2002

LOAD-DATE: October 27, 2002





Citation Search Result Rank(R) 6 of 11 Database  
10/1/02 GLOBALCOSM 22 ALLNEWS  
10/1/02 Global Cosmetic Indus. 22

2002 WL 23335567

(Publication page references are not available for this document.)

Global Cosmetic Industry  
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Communications, Inc.

Tuesday, October 1, 2002

ISSN: 1523-9470; Volume 170; Issue 10

CCL container. (Wrap Up).(Brief Article)

Total number of pages for this article: 1 FULL TEXT

The company has collaborated with **Sexy Hair Concepts**, developer and manufacturer of hair care products for the professional hair care industry, on the line extension **Big Sexy Hair**. Packaged in bright and bold brushed aluminum, the red containers are direct printed via dry offset using a clear base coat layered with a bright red, high-gloss over-varnish. Lettering is black in small caps with occasional drop-out silver outlining. The metallic surface serves as a backdrop for the color, allowing it to have eye-catching appeal.

----- INDEX REFERENCES -----

KEY WORDS: HAIR PREPARATIONS; UNITED STATES; CONTRACTS & ORDERS  
RECEIVED; CONTRACTS & ORDERS LET; MARKETING PROCEDURES;  
TOILET PREPARATION MANUFACTURING

NEWS SUBJECT: Political/General News; Contracts/Orders; Contracts, Non-  
government; Markets/Marketing; English language content;  
Corporate/Industrial News (GCAT C33 C333 C31 ENGL CCAT)

NEWS CATEGORY: BRIEF ARTICLE

SIC: 2844

REGION: United States; North America; United States; North American  
Countries (US NME USA NAMZ)

Word Count: 84  
10/1/02 GLOBALCOSM 22  
END OF DOCUMENT



Household & Personal Products Industry  
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Publications, Inc.

ISSN: 0090-8878; Volume 39; Issue 10

\* Hermatige, PA-based CCL Container created the brushed aluminum cans for **Sexy Hair Concepts'** new **Big Sexy Hair** line. The package features red brushed aluminum that is direct printed via dry offset using a clear base coat layered with a bright red, high gloss varnish.

NEWS SUBJECT: English language content (ENGL)

REGION: United States; United States; North American Countries (US  
USA NAMZ)

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Citation Search Result Rank(R) 29 of 76 Database  
10/1/02 SOAPCOSMETICS 47 ALLNEWS  
10/1/02 Soap & Cosmetics 47  
2002 WL 15890577  
(Publication page references are not available for this document.)

Soap & Cosmetics  
Copyright 2002 Gale Group Inc. All rights reserved. COPYRIGHT 2002 Chemical  
Week Associates

Tuesday, October 1, 2002

ISSN: 1523-9225; Volume 78; Issue 7

CCL Container. (Packaging News). (packaging for **Sexy** Hair Concepts' Big **Sexy**  
Hair collection) (Brief Article)  
Total number of pages for this article: 1 FULL TEXT

CCL Container produced the blazing red packaging for **Sexy** Hair  
Concepts' Big **Sexy** Hair collection. The products boast bright and bold  
brushed aluminum containers that are directly printed on via dry offset,  
using a clear base coat layered with a bright red, high-gloss  
over-varnish. Lettering is black in small caps with occasional drop-out  
silver outlining. For more information, call 203/852-1962.

----- INDEX REFERENCES -----

KEY WORDS: UNITED STATES; PRODUCT INFORMATION  
NEWS SUBJECT: Output/Production; English language content;  
Corporate/Industrial News (C21 ENGL CCAT)  
NEWS CATEGORY: BRIEF ARTICLE  
MARKET SECTOR: Industrial (IDU)  
INDUSTRY: Containers & Packaging (CTR)  
PRODUCT: Industrial Goods & Services (DIG)  
REGION: United States; North America; United States; North American  
Countries (US NME USA NAMZ)

Word Count: 61  
10/1/02 SOAPCOSMETICS 47  
END OF DOCUMENT

Citation Search Result Rank(R) 33 of 76 Database  
6/10/02 PRODALERT ALLNEWS  
6/10/02 Prod. Alert (Pg. Unavail. Online)  
2002 WL 24330542  
(Publication page references are not available for this document.)

Product Alert  
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Intelligence Service Ltd.

Monday, June 10, 2002

ISSN: 0740-3801; Volume 31; Issue 11

Sexy Hair Concepts Healthy Sexy Hair Firm Holding Gel - Soy Gelatine  
MANUFACTURER: Sexy Hair Concepts CATEGORY: 320 - Hair Styling Products. (Brief  
Article)

FULL TEXT

The new Sexy Hair Concepts Healthy Sexy Hair line is available from  
Chatsworth, CA-based Sexy Hair Concepts. Full page ads promoting the  
line state, "Property of Michael O'Rourke." One of the products, Soy  
Gelatine Firm Holding Gel, is offered in a 4.4 oz. (125g) plastic jar.  
For sample retrieval information, please call: Marketing Intelligence  
Service, Ltd., (585) 374-6326.

----- INDEX REFERENCES -----

KEY WORDS: CONSUMER HAIR CARE PRODUCTS; UNITED STATES; PRODUCT  
INTRODUCTION; TOILET PREPARATION MANUFACTURING

NEWS SUBJECT: New Products/Services; English language content; Health;  
Political/General News; Health; Corporate/Industrial News  
(C22 ENGL GHEA GCAT HLT CCAT)

NEWS CATEGORY: BRIEF ARTICLE

SIC: 2844

REGION: United States; North America; United States; North American  
Countries (US NME USA NAMZ)

Word Count: 59  
6/10/02 PRODALERT (No Page)  
END OF DOCUMENT

Citation                      Search Result                      Rank(R) 34 of 76                      Database  
6/10/02 PRODALERT                      ALLNEWS  
6/10/02 Prod. Alert (Pg. Unavail. Online)  
2002 WL 24330543  
(Publication page references are not available for this document.)

Product Alert  
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Monday, June 10, 2002

ISSN: 0740-3801; Volume 31; Issue 11

**Sexy Hair Concepts Healthy Sexy Hair Miraculous Leave-In Treatment - Soy Potion**

MANUFACTURER: **Sexy Hair Concepts** CATEGORY: 321 - Hair Colorings & Other Hair  
Products.(Brief Article)

**FULL TEXT**

New **Sexy Hair Concepts Healthy Sexy Hair Soy Potion Miraculous**  
Leave-In Treatment is available in a 5.10 fl. oz. (150ml) plastic pump  
from Chatsworth, CA-based **Sexy Hair Concepts**. Full page ads promote the  
Healthy **Sexy Hair**, "property of Michael O'Rourke" line. For sample  
retrieval information, please call: Marketing Intelligence Service,  
Ltd., (585) 374-6326.

----- INDEX REFERENCES -----

KEY WORDS:                      HAIR CONDITIONERS; UNITED STATES; PRODUCT INTRODUCTION;  
TOILET PREPARATION MANUFACTURING

NEWS SUBJECT:                      Political/General News; New Products/Services; English  
language content; Corporate/Industrial News; Health; Health  
(GCAT C22 ENGL CCAT GHEA HLT)

NEWS CATEGORY:                      BRIEF ARTICLE

MARKET SECTOR:                      Consumer Non-Cyclical (NCY)

INDUSTRY:                      Health Care Providers (HEA)

PRODUCT:                      Health Care (DHC)

SIC:                      2844

REGION:                      United States; North America; United States; North American  
Countries (US NME USA NAMZ)

Word Count: 54

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Citation	Search Result	Rank(R) 35 of 76	Database
6/10/02 PRODAlert			ALLNEWS
6/10/02 Prod. Alert (Pg. Unavail. Online)			
2002 WL 24330553			

(Publication page references are not available for this document.)

# Product Alert

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Monday, June 10, 2002

ISSN: 0740-3801; Volume 31; Issue 11

**Sexy Hair Concepts Healthy Sexy Hair Moisture Shampoo - Soy Milk for Dry and Chemically Treated Hair** MANUFACTURER: **Sexy Hair Concepts** CATEGORY: 319 - Shampoos & Conditioners. (Brief Article)

## FULL TEXT

Soy Milk Moisture Shampoo for Dry and Chemically Treated Hair is part of the new **Sexy Hair Concepts Healthy Sexy Hair** line from Chatsworth, CA-based **Sexy Hair Concepts**. The Shampoo is packaged in a 13.5 fl. oz. plastic bottle, resembling a glass milk jug. Full page ads promote the products as, "Property of Michael O'Rourke." For sample retrieval information, please call: Marketing Intelligence Service, Ltd., (585) 374-6326.

## ---- INDEX REFERENCES ----

KEY WORDS:	SHAMPOOS & CONDITIONERS; UNITED STATES; PRODUCT INTRODUCTION; TOILET PREPARATION MANUFACTURING
NEWS SUBJECT:	New Products/Services; English language content; Corporate/Industrial News; Dairy; Health; Political/General News; Health (C22 ENGL CCAT DRY GHEA GCAT HLT)
NEWS CATEGORY:	BRIEF ARTICLE
MARKET SECTOR:	Consumer Non-Cyclical (NCY)
INDUSTRY:	Food Products (FOD)
PRODUCT:	Food & Tobacco (DFT)
SIC:	2844
REGION:	United States; North America; United States; North American Countries (US NME USA NAMZ)

Word Count: 68

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14 of 17 DOCUMENTS

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PR Newswire

May 18, 2002, Saturday

**SECTION: FINANCIAL NEWS**

**DISTRIBUTION: TO ENTERTAINMENT, ARTS AND TELEVISION EDITORS**

**LENGTH: 738 words**

**HEADLINE:** The National Council of La Raza to Give Luxurious Gift Basket To the Host, Presenters & Performers of The 2002 Alma Awards;

Antonio Banderas, Melanie Griffith, Ricky Martin, Paulina Rubio, Nelly Furtado, Freddy Fender, Marc Anthony, Jaime-Lynn Sigler, Esai Morales, Andy Garcia and Benjamin Bratt Among Those to Receive Exclusive Gift Basket

**DATELINE:** LOS ANGELES, May 18

**BODY:**

The National Council of La Raza has put together an exceptional Presenters Gift Basket that includes over 30 unique items exclusively for the host, presenters, performers and select VIPs of the 2002 ALMA Awards. Everyone from Paul Rodriguez (host) to artists such as Antonio Banderas, Melanie Griffith, Ricky Martin, Paulina Rubio, Nelly Furtado, Freddy Fender, Marc Anthony, Jaime-Lynn Sigler, Esai Morales, Andy Garcia and Benjamin Bratt, just to name a few, will receive one of these coveted gift baskets.

The 2002 ALMA Awards will air on ABC June 1st from 8-10 p.m. (ET/PT). The ALMA Awards (American Latino Media Arts Awards), executive produced by Ken Ehrlich, is the only Latino-themed primetime award show honoring outstanding artistic achievement and the enhancement of the Latino image in entertainment, including film, television and music.

Encompassing a wide variety of categories the items featured in the gift baskets include beauty, fashion, relaxing getaways, decadent foods and more. Following is a list of items that will be included:

- About Productions: CD: By the Hand of the Father featuring Alejandro Escovedo
- Accent Marketing: Dewars 12 Year Reserve Scotch with leather hip flask
- Allen Brothers: Gift Certificate — Special ALMA Awards package that consists of two 10 ounce prime strip steaks and two 16 ounce filet mignon
- Beverly Hills Luggage: Gift Certificate
- Blockbuster Inc.: 52 week Blockbuster rental card
- Center Studio: Pilates video tape and gift certificate for five private Pilates classes with Karen Luker
- Chica: Ribbed tank top
- Clarins: New women's fragrance launched in March 2002, So You Eau de Perfume
- Daniel Franco Fashion Design: Gift Certificate
- Dee Bartolo Skin Institute: Gift Certificate for one hour facial with Dee Bartolo at the Jose Eber Salon in Beverly Hills or The Four Seasons in Marina del Rey
- Enessa Wellness Spa: Luxurious Aromatherapy Hydrating Facial Gift Certificate
- Esperanza Resorts: 2 night stay and dinner for two in Cabo San Lucas
- Fresh Look: Six month supply of Fresh Look colored contact lenses, an



LexisNexis™



LexisNexis™



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- eye exam and fitting
- Gaiam: Yoga bag filled with yoga mat, props and power yoga video
  - Godiva: 1 pound box of chocolates
  - Guerlain: Samsara — Women's fragrance and Vetiver — Men's fragrance
  - Guerlain: Cosmetics bag filled with assorted products including Terracotta Gloss Shine, 2 Colour Shine lipsticks, 2 eye pencils, Rose Teint, Powder balls and brush
  - Hint Mint: Hint Mint
  - Dr. John Ivey: Gift certificate for teeth bleaching
  - Kipling: Duffel bag with baseball cap
  - Linq Restaurant/Lounge: Dinner for two gift certificate
  - Morton's of Chicago: Gift Certificate
  - My Tee: "Suerte" cotton ribbed top
  - Neutrogena: Neutrogena products including sunscreen, men's line of shave gel and facial lotion with scrub, Rainbath gel, sesame oil, body lotion, hand and foot cream and lip moisturizer
  - The Nile Institute: Facial gift certificate with Nina Curtis at her Beverly Hills skincare institute
  - Ona Spa: Gift certificate towards a spa treatment of your choice
  - Prive Hair Salon: Gift certificate for hair services at their new spa and salon
  - Rembrandt: Travel bag with various Rembrandt products
  - Saludos Para Ti: Box of assorted greeting cards with a special ALMA Awards salutation
  - Seagrams: Crown Royal Reserve
  - **Sexy Hair Concepts: Healthy Sexy Hair Soy Milk Shampoo & Soy Potion Leave-In Treatment**
  - Circuit Cosmeceuticals: X-Trap Gentle Face Wash, Liquid Crystal Hydrating Hair Bath, Crystal Creme Revitalizing Conditioner
  - Swavorski: Crystal Tattoos
  - Unilever Prestige: Cerruti Image fragrance for men

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The styling market turns a new page: new hair sytling product forms are popping  
up on shelves at unprecedented rates.

Veronica MacDonald

Total number of pages for this article: 6 FULL TEXT

AFTER A COUPLE of years of parallel growth, hair spray and other  
fixatives have gone their separate ways. The \$412 million hair spray  
category fell 2.6% for the year ended Feb. 24, according to Information  
Resources Inc., Chicago. But other hair styling categories are reporting  
gains. Gel and mousse sales rose 7.7% to \$516 million last year. These  
results exclude Wal-Mart sales.

But hope remains for hair spray. They may be making a comeback since  
experts suggest the Eighties will be revived and "big hair" will be  
popular again. As promising as it sounds for hair spray, companies are  
also finding other ways to create volume, such as gels, clays, muds,  
starches, waxes and pomades. There is a constant flow of new and  
innovative styling textures, as seen in recent months.

#### The Eighties Revisited

As hairstyles return to the Eighties, there is a contradiction between  
wanting no-fuss Dos and buying products that create the right look. It  
is a fine line to walk, but Jingles International, a division of Robanda  
International, is willing to take that risk with its new Jingles Jam  
pomade line.

"Women in their 20s and early 30s don't want to do a lot for their  
hair," said Carla Ross, creative director, Jingles International, a  
division of Robanda International, San Diego, CA. "They are looking for  
combination products that provide pliability, separation, shine,  
moisturization and more."

The Jingles Jam pomade line contains two products: Take 1  
(light-medium hold) and Take 2 (medium-strong hold). Both utilize the  
non-silicone SWS complex containing soy, wheat and silk proteins. The

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jams can be used to create spiked, firm, shiny and textured finishes, which reflect the recent flashback to the Eighties.

"We are going to see a soft revisiting of the Eighties, where gel-like products and hair sprays will again make their mark," insisted Ms. Ross. "Because hair is changing so radically, people will be looking for texture, such as bouffant, scrunched and wild hair: It is a natural development after the straight hair of recent years."

Jingles Jam pomades are sold in 2-oz. jars for \$12.99 in salons.

"Next fall we will experience a Renaissance of the early Eighties where the hair is longer on top than the bottom," insisted Philip Pelusi, president and creative director of Phyto-Life salons, Pittsburgh, PA. "It is a revision of the original punk idea, only much more refined."

In June, Phyto-Life will introduce four styling products: Glimmer, Hair Honey, Glaze and Fixative. "Versatile cuts are important as well as using products to achieve different looks," explained Mr. Pelusi. "Hair is also generally becoming smoother and bigger with an emphasis on color and cut."

Glimmer hair and body glow contains pro-vitamin B5, hempseed oil, UV sun protection, honey and silk amino acids. Together, the ingredients add glimmer to the hair and provide a medium-hold with shine in four colors: Pure Gold, Diamond Violet, Ruby Red and Bedazzle Brunette. Mr. Pelusi noted the glimmers can be added to any of the styling products or can be used on their own. The introduction of this product offers clients several looks.

Hair Honey molding beeswax blends honey, beeswax, organic polymers, silica quartz and calcium and zinc protein. The product is fibrous and taffy-like to mold and condition the hair in any direction, as well as define curls. The idea behind the Hair Honey was to control the hair like a gel, but allow pliability, explained Mr. Pelusi.

Fixative, a light and volumizing texture gel, combines algae, grapeseed, locust bean, calcium, zinc and wheat protein. Fixative's styling memory allows the hair to be re-styled with heat. Glaze creates pliable style using apricot, cucumber juice, calcium, zinc and wheat protein.

#### Pump Up the Volume

Back in the 1980s, hair had volume, and 20 years later, marketers are once again turning up the volume. Clairol Herbal Essences, recently acquired by Procter & Gamble, offers a natural volumizing collection. Clairol Herbal Essences gels and mousses ranked No. 4 last year with sales of \$21.7 million and No. 5 in the hair spray category with \$18.9

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million, reported IRI.

Recently, Herbal Essences added three new stylers to the natural volumizing collection: Weightless hair spray, Bodifying foam and Body Boosting gel. The line offers a comprehensive root-to-tip system that achieves all-day volume, body and control. Anita Walter, spokesperson for P&G hair care communications, insisted all recent P&G additions were launched to make life easier for consumers.

"Consumers are looking for simple, easy to use products that fit their particular styling needs, and stylers such as gels, cremes and mousses have been growing at a rate of about 7% per year," Ms. Walter noted.

Redken's Clean Lift 7, a volumizing gel, was launched in November to give hair fullness and a touchable feel. "Large numbers of people want to volumize their hair," said Karen Fuss-Zipp, vice president of U.S. marketing, Redken Fifth Avenue. "This is the No. 1 request in salons, followed by shine."

Executives said Clean Lift 7 was designed to work with blow-dryers. It contains wheat protein to protect and condition the hair, styling polymers and UV filters.

L'Oreal's Studio Line FX launched Volumatic Full-Up mousse and Volumatic Root-Lift Spray gel. Both make hair appear fuller using a silicone grafted resin that plumps the hair shaft. L'Oreal executives said research reveals 42% of women define their hair as fine and 38% said their hair has too little body. L'Oreal Studio Line FX was the No. 11 mousse and gel brand last year with sales of \$8.7 million, according to IRI. This figure was up 21.3% from the previous year.

#### Super-Duper Grip

Not only is volume an important component in creating full hair, but a strong hold is vital as well. In April, Goldwell AG introduced Trendline Extreme Volume mousse and Trendline Extreme Finish spray in aerosol form. The products were introduced after consumers requested stronger forms of the Trendline Volume mousse and Trendline Finish spray.

Executives said the new mousse provides extremely strong hold without stickiness or stiffness. It is also alcohol-free and protects hair from heat styling. The Trendline Extreme aerosol finish spray has an extremely strong hold and shine and helps to create shorter, more directional hairstyles. Each costs \$14.50.

Will Power 26 is the firmest holding non-aerosol hair spray Redken offers and fills a gap in the Redken lineup, according to executives. The product contains ginseng and silicone for shine, a high-hold resin, a UV absorber and a conditioning protein.

#### Curlycue Compliments

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Industry executives identified a trend in the market for romantic, loosely curled hair this spring. Pantene Pro-V, the No. 1 mousse and gel brand and the No. 2 hair spray brand, is known for catering to several hair types in its lineup, including curly hair. Pantene Pro-V recently launched the Pantene Pro-V Moisturizing Curls Shaper Anti-Frizz creme to both condition the hair and reduce flyaways. The formula also seals in moisture, provides curl control and shine, creates separation and has a light hold.

"We continuously heard from women with curly hair that their style is difficult to achieve day to day and never lasts," said P&G's Ms. Walter. "These women wanted a product with conditioning benefits, as well as hold ingredients to 'tame' frizz and increase curl definition."

Executives said the Moisturizing Curls Shaper Anti-Frizz creme can replace mousse, gel or anti-frizzing products and provides eight times less frizz and 30% more smoothness than its competitors.

Sebastian International's Laminates collection introduced Laminates Curl this month. It is a single-step product to hydrate and hold natural curls weightlessly. The formula provides shine, touchable hold and no frizzing. Laminates Curl joins the collection of other Laminates products including shampoo, conditioner, hair spray, gel, grip, body, drops, hi-gloss spray and straightening spray.

#### Gelling Options

Most industry executives agree gels are the single most used styling product, due to their versatility in both wet and heat-styled hairdos. In March, Rancho Dominguez, CA-based Schwarzkopf & Dep added a new conditioning complex to all of its gels which includes panthenol, carotene, amino acids, polyvinyl pyrrolidone and hydrolyzed wheat protein. The company also changed the Dep logo to modernize the brand. Dep is the No. 6 mousse and gel brand with sales of \$16.3 million, according to IRI.

The company also introduced Dep Botanicals, a styling gel duo with herbal extracts. Dep Botanicals Volumizing gel contains aloe and lavender to strengthen the hair and add shine, while Dep Botanicals Nourishing gel uses chamomile and watercress for shine and strength.

For those with dandruff, Dep launched 2-in-1 Anti-Dandruff & Styling gel under its Dep Sport line. Executives said it treats and controls dandruff with zinc pyrithione while providing extreme hold.

The White Rain Company, Danbury, CT, launched several new gel products in March, including Pearberry AntiFrizz gel and Playful Plumeria Volumizing gel. White Rain is the No. 5 hair spray vendor in the U.S. Under the Dippity-Do brand, the company plans to introduce a unisex gel line with Power 7, Intensity 8, Ultimate 9 and Extreme 10 products.

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L'Oreal Studio Line FX recently introduced Grab Extreme Stretch gel to shape hair in any style. The formula has elastic stretch fibers to make hair pliable and fast-drying.

#### Not Quite a Gel

The most impressive increases in the hair styling category are in terms of product form. New categories are being established almost daily, such as clays, jams, muds and foams. Redken executives insist these forms give stylists and consumers more versatility. "What stylists find most interesting to work with are different textures, such as gels and waxes," said Redken's Ms. Fuss-Zipp. "Styling products have become more cosmetic in how they feel."

Redken's Vinyl Glam, a fine and lightweight mega-shine spray, will debut in June. Spray Starch 15, a regular hold non-aerosol spray that mimics the pattern of heat appliances, was introduced last fall after executives noticed an increase in the use of damaging heating appliances, such as crimping and flat irons.

"When you iron clothes with starch, the cloth mimics the pattern of the iron," explained Ms. Fuss-Zipp. "We wanted the same thing for hair, but without the stiffness."

Spray Starch 15 contains a patented starch extract, hydrolyzed wheat protein, hydrolyzed wheat starch, styling polymers and UV filters.

A new alternative to gel, Hexatone is the latest styling foam from Jon English Salons, Minneapolis, MN. It combines six ingredients to condition and volumize the hair. The ingredients include cucumber, lactic acid, neem oil, aloe, pathenol and PVP/VA copolymer to provide style and control. Hexatone uses a specially engineered pump dispenser to aerate the liquid into foam without using propellants.

"The foam dispenser is a great way to get these ingredients well distributed in a light foam base," said Jon English, founder and owner of Jon English Salons and products. "Hexatone also has a lot of play time. This is important to consider since consumers take longer to style hair than professionals."

Executives said Hexatone is perfect for fine, curly hair or limp hair. It also follows a trend for volumized hairstyles. But versatility, Mr. English contends, is the main driving force in the styling industry.

"People are really looking for different things to change the fiber of their hair whether it is textured, separated, wet, high gloss, straight or shiny," he said. Mr. English plans to soon launch a 14-SKU line with a few styling products. Venetex is a gel that acts like a hair spray without the hard hold. Polisheen is a silica-based product that polishes the outside of the cuticle in the direction of growth to remove buildup

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and help the conditioner enhance the shine of the hair.

Sebastian International recently introduced two new Xtah Raw Hair products: Xtah Roxx styling gelatine and Xtah Cy-clone smoothing cream. The line is designed to take both styling and a state of mind to a heightened level. Xtah Roxx styling gelatine gives hair texture and firm hold with a cooling sensation and feel of rubber. Xtah Cy-clone smoothing cream creates a soft surface with light definition with a minty scent. Both products are sold in colorful 1.8-oz. and 4.4-oz jars for \$12.50 and \$19.50, respectively.

### The Simple Life

Chatsworth, CA-based **Sexy Hair Concepts** has introduced a new item to its Healthy **Sexy Hair** line--Soyl Braiding and Sculpting clay. Using a blend of soy protein and diatomaceous earth, Soyl Braiding and Sculpting clay strengthens the hair and absorbs scalp oils. Other ingredients include a water-soluble resin and light wax. The clay can be used on all lengths of hair to create twists and definition, and on longer hair, dreadlocks and braids.

"People are eating at home, knitting and going back to simplicity; they are going back to braids," insisted Michael O'Rourke, president and chief executive officer, **Sexy Hair Concepts**. "It is important to have a consciousness of time and why people behave the way they do."

Within its Short **Sexy Hair** line, **Sexy Hair Concepts** launched two new styling agents to give shine, definition and freedom to hair: Frenzy Bulk Up Texture thickening compound and Shatter Separate & Hold spray. Frenzy defines straight hair and curls. Shatter is a spray designed to accentuate and hold shattered hairstyles.

The shattered look will extend into the summer and fall, according to Mr. O'Rourke, and a "Bohemian rock" look will take over in the fall. This hairstyle incorporates elements from the Sixties and Eighties--hair is short on top, long on the sides and asymmetrical around the face. The new **Sexy Hair** products are perfect for this transition and also meet the needs of the modern woman.

"Women are working hard and want a unique product that during the day can be used simply and easily and at night can make their hair full and wild," said Mr. O'Rourke. "Consumers today want 'performance' products that are easy to understand and easy-to-use, but they must also impart a 'good for your hair' attitude."

### Wild and Waxy

More waxes are appearing on the hair styling scene. Swax spray wax, introduced in January under Zotos International's Innovative Styling Options (ISO) brand, is a liquid wax that gives hair instant grip, a shiny and satiny finish, separation, versatility and control. Swax

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contains beeswax, carnauba wax and soy protein. Executives said Swax doesn't leave the hair flat or greasy and offers consumers creativity and versatility.

"The market has become more creative," noted Debby Novak, marketing manager, ISO. "There are so many brands out there and products to choose from that people are branching out into their own styles, which is reflected in the products they use."

Last July, Zotos' ISO Multiplicity line launched six styling products including Tousle cream 'n gel, Tactile texture paste, Luminate glossing glaze, Whipped cream wax, Upshoot styling spritz and Mobilize working spray. All Multiplicity products utilize the ISO-flex complex that eliminates buildup, protects hair from environmental damage and provides humidity resistance.

John Paul Mitchell is known as an industry innovator. In February, John Paul Mitchell Systems (JPMS) launched two new dry hair techniques to go along with the debut of Spray wax. The "No Thumb" technique focuses on using the tips of scissors to create point-cutting and definition and finishing with Spray wax to lightly lift the hair. The "Bow Tie" technique involves misting Spray wax onto long hair and setting it to dry in a knot. The result is hair movement somewhere between a curl and a wave. JPMS' Spray wax is sold in 2.8-oz. and 6.8-oz. bottles for \$12.50 and \$19.95, respectively. JPMS also offers a 6.8-oz. Spray wax and "New Way to Wax" stylist kit for \$10.

#### Style Like a Man

Men are also receiving a lot of attention with new hair styling offerings. JPMS introduced XTG-Extreme Thickening glue, a men's styling product designed to hold short hair in place during any extreme activity. The product has a light vanilla scent and dries quickly without producing flakes. A 3.4-oz. bottle of XTG-Extreme Thickening glue retails for \$9.95 in hair salons.

Dep Sport Endurance pomade, introduced last month, is a strong-hold pomade for men with thickening fibers. It keeps hair in place both indoors and outdoors, executives said.

American Crew executives think they have struck copper. The new American Crew Revitalize brand capitalizes on the unique benefits of copper peptides that were discovered during skin graining experiments for burn victims. Researchers found that not only did the skin regenerate, but the hair follicle environment was also revived. The line is a revolutionary new system for thinning hair to improve and create an environment for healthy hair and minimize the loss of hair.

"We discovered that men don't like complicated systems," said Austin Baskett, brand manager for American Crew's d:fi and American Crew

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Revitalize. "All you need to use are three products: a shampoo, conditioner and either the spray or the serum."

All products contain the Nutra-Rich Copper complex, a blend of micro-nutrients and botanicals. The products include: Revitalizing Daily shampoo, Revitalizing Daily Moisturizing shampoo, Revitalizing Daily conditioner, Revitalizing Spray solution, and Revitalizing serum.

American Crew will also introduce Forming cream, a low-shine paste that gives the hair texture and hold with pliability. "It fills a hole that we had between our high gloss Grooming cream and the matte Fiber styling products," explained Mr. Baskett.

#### Right Off the Beach

Men and women alike often prefer apply-and-go products as well as the just-from-the-beach look. Beach Bum, a recent addition to American Crew's d:fi family, gives flat hair volume and texture that is like ocean bathed hair.

Last year, John Frieda introduced Beach Blonde, a 4-SKU line to create an off-the-beach look, with products such as Ocean Waves, an innovative body-enhancing spray combining seawater and conditioning oils for shine.

"If clients have a natural wave and live in a humid place, Ocean Waves spray is perfect," said Corey Morris, hairstylist at the New York-based John Frieda salon. "You scrunch the hair and it gives it a curly look with separation for that imperfect beach look."

In April, four new products were added to the Beach Blonde line: Cool Dip refreshing shampoo, Life Preserver hair conditioning oil, Smooth Sailing detangling conditioner and Kelp Help deep conditioning masque. The products encourage hair health, even during the summer months.

Under the Sheer Blonde collection, John Frieda introduced Dream creme, a product that penetrates porous blonde hair with rich emollients and humectants and replaces natural oils lost to chemical treatments or blow-drying. A gentle sunscreen also protects delicate, vulnerable blonde hair from the sun's damaging rays and reduces dry, damaged flyaways.

#### Children's Choosings

HairBrain Formula Company, a Manhattan Beach, CA-based hair care company, recently expanded its tween and child-gearred line to salons. HairBrain offers the Moose mousse with conditioning herbal extracts, essential oils and vitamins to give children a lightly styled look. "This natural product has less glue than other mousses and is non-irritating to the skin," said founder Bob Chasin.

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D:fi launched Thick Stick in November for 10-24-year olds. The lotion-like product was designed to create bigger and bolder hair with a light-medium hold. The product was packaged in a twistable glue stick-like container.

"The packaging was developed to offer a fun new way to apply a product," noted Mr. Baskett. "It is a neat way to get a thick medium in a quick glob."

Cactus extract, a common d:fi ingredient, increases the hair's elasticity and shine. Sugar cane provides hold and maintains moisture balance, while ginseng extract stimulates the scalp. A 1.5-oz. Thick Stick retails for \$14.95.

#### A Natural Style

The entire personal care market has shifted toward natural ingredients and the trend holds up in hair styling categories too. Natural product marketer Aura Cacia introduced six styling products: Reviving Protein foam, a B5 formula to boost limp hair with nutmeg and Spanish moss add shine; Heat-Activated relaxer straightening spray with proteins and essential oils; Curl Enhancing gel with allantoin and natural botanical moisturizers; Amplifying foam with pro-vitamins, honey and natural extracts; Spray-On detangler with lavender, chamomile and rosemary oils and Medium Hold spray with rosewood, soy and witch hazel. Every product uses natural and subtle fragrances such as spearmint, cinnamon, lavender and lime.

"The interest in natural hair care has never been greater," said Thierry Jean, natural personal care category manager for Aura Cacia, a Frontier brand, Boulder, CO. "There's also a greater demand for products that can make the hair look great in less time, such as 'ease of comb-ability' with our Spray-On detangler."

Rusk, New York, N-Y, recently launched DeepShine Hold and Shine hair spray for a humidity-resistant and flexible hold. Also new is the DeepShine Sea Kelp Shine spray to revitalize hair before blow-drying, DeepShine Sea Kelp Shining gel to give hair a non-greasy chunky texture and DeepShine Sea Kelp Liquid gel for static flyaways and dry frizzy ends. They contain bio-marine extracts of sea kelp which have high levels of vitamins, minerals, amino acids, essential trace elements and UV absorbers.

#### Catering to Convenience

In February, Physique introduced two new products to its hair styling lineup. Physique Scrunching foam, under the Curl Defining Series, adds shine and manages curls in a lightweight formula. Physique Trial Size packettes in Spiral cream and Contouring lotion were also launched to satisfy consumers' needs for travel-sized products. Executives noted the

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packettes are not only portable, but also a good way for first-time users to experiment. And all products use an anti-frizzing formula.

This year, Physique has also been busy launching a hair and fragrance product--Physique 2.5-oz. Mini Styling spray. The spray contains the fresh scent of Eau, a blend of fruity flavors and floral essences that is infused throughout Physique shampoos, conditioners and styling products. Specifically, Eau has top notes of watermelon, kiwi, Easter lily and ozone with a heart of freesia, lily of the valley, peony and peach and a drydown of creamy sandalwood and grass.

### The Nitty-Gritty

Consumers are interested in seeing new product forms to help them style their hair, but the fundamental guidelines for consumer satisfaction remain the same. "Consumers want products to do what they claim to do," said Redken's Ms. Fuss-Zipp. "Secondly, they want the benefits to the hair to be healthy."

These rules are important to not only find a niche in the hairstyling market, but essential to keep consumers coming back for more.

### Helene Curtis Leads the Gel/Mousse Pack

Helene Curtis is the leading player in the U.S. gel/mousse category, according to IRI. Here are sales of the top 10 gel/mousse vendors in food, drug and mass merchandisers for the year ended Feb. 24, 2002. Figures do not include Wal-Mart results. All dollar figures and units are in millions.

Vendor	\$ Sales	% Change	Unit Sales	% Change
Helene Curtis	66.9	5.0	28.3	-0.5
Procter & Gamble	61.6	5.5	12.6	-4.1
Dep	55.7	5.6	23.9	-3.6
John Frieda	50.9	11.2	10.1	5.9
L'Oreal	50.7	6.1	15.2	-1
Clairol	28.7	-7.1	9.7	-8.8
Advanced Research Labs	19.4	51	4.3	29.4
Alberto-Culver	14.1	7.6	4.5	2.1
Chesebrough Pond's	12.5	-7	5.5	-9.7
Redmond	10.4	12.1	2.8	16.7
Category Total	516.2	7.7	154.9	-0.2

Source: Information Resources, Inc., Chicago.

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Sexy Hair Concepts, Chatsworth, Ca. (Marketing News).  
Total number of pages for this article: 1 FULL TEXT

\* Sexy Hair Concepts, Chatsworth, CA, gave a three-day "beauty boot camp course" in January featuring more than 120 educators, artists and regional sales managers. Course attendees learned styling and cutting techniques from founder and chief executive officer Michael O'Rourke and worked on public speaking and presentation skills. Tips included the latest braiding techniques using Healthy Sexy Hair's new Soyl and cosmetic application skills for achieving new looks with the Sex Symbol 2002 collection.

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The hair care market: hair care will never go out of style with the latest choices in hair protection and color. (Cover Story).

Veronica MacDonald

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Hair CARE, historically, can Withstand difficult economic times. Though the results are not in yet for the fourth quarter, many industry observers expect results to be in-line with the rest of 2001. According to Information Resources Inc., Chicago, shampoo sales for the year ended Aug. 12 rose 1.2% to \$1.79 billion and conditioner sales increased 9.1% to \$1.1 billion in supermarket, drug store and mass merchandisers. Hair color increased 3.6% to \$1.42 billion. Some call hair care a staple, items that are purchased with the bread and milk. Other say due to the slumping economy, people are turning to small pleasures to feel better about themselves and the circumstances. Either way, you look at it, the category has always been considered recession-resistant.

"Bread, butter and shampoo will not be affected by the market--shampoos and conditioners are staples," insisted Stephen Musumeci, founder of Stephen est. 1985, Swiftwater, PA, and formulator of hair care products. "Though the market is in a state of shock, everyone wants to look and feel good. Until we establish faith in the system again, people will be taking baths in the home or doing things that were not thought of as luxuries in the past."

Though prestige sales are more elusive, many executives insist consumers are heading to the salon more often these days to indulge themselves.

"Business went down a bit since many clients have to travel into the city. From that respect, I have lost business," said Gil Ferrer, owner of the Gil Ferrer Salon, New York, NY. "But the people that do come in are pampering themselves more and ordering soothing treatments. Many of these customers are also deciding to go for higher-priced treatments with the attitude that life is too short."

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Some executives said in difficult economic times, people are concerned about their jobs and try to stay as healthy and refreshed as possible. A big part of that is grooming, and many are looking to today's fashions not only to stay hip, but also to give the best impression. The hair care market is looking colorful this winter with new colors and hairstyles, while hair care is all about preserving color and healing damaged tresses.

#### A Hair Care System That's Just for You

Procter & Gamble, the No. 1 player in the shampoo and No. 2 company in the conditioner mass market, launched several new products in the past two years, in addition to reformulating some of its strongest brands. The Pantene line, which held the No. 8-10 spots for conditioner, saw incredible growth in its Pantene Smooth and Sleek conditioner sales, up 3,120%, and Pantene Constant Care hair conditioner rose 4,057%, for the year ended Aug. 12, according to IRI. This is largely a result of P&G's Pantene initiative launched in Sept. 2000, spotlighting five regimen-based collections. Each Pantene collection contains customized shampoos, conditioners, hair treatments, styling products and finishing sprays specially designed to work together for breakthrough health and style benefits. The regimens include the volumizing, smoothing, curl, color care and basic care collections. Though its traditionally strong-selling Pantene Pro-V conditioner was down nearly 80%, P&G executives insist the overall strategy is working.

"This initiative has increased our market share overall," said Kimberlee Vollbrecht, spokesperson for P&G hair care. "Pantene continues to be the global leader in hair care, in addition to the leading brand in the U.S."

The regimen idea is not something P&G takes lightly. After extensive consumer research, regimens were built into the Pantene line to make shopping quick and easy. Head & Shoulders too was reformulated with a new anti-dandruff ingredient, pyrithione zinc, and divided into shampoo groupings of Classic Clean, Classic Clean 2-in-1, Dry Scalp Care, Extra Fullness, Smooth & Silky 2-in-1 and Intensive Treatment, to simplify selection. Head & Shoulders is the No. 4 shampoo with sales of \$84.8 million for the year ended Aug. 12, according to IRI.

"Consumers have varied and specific needs, and are looking for a brand or a product that's right for them," Ms. Vollbrecht said. "We found versioning products by hair type--dry hair, oily hair, normal hair--left consumers confused about which version was right for them, and they often 'misdiagnosed' their hair type, leading to poor results."

P&G discovered 36% of women use 2-in-1 products. Consequently the company introduced the Pantene 2-in-1 shampoo and conditioner, Ms. Vollbrecht said. Although this market segment is not in the majority, "Each of our brands is specifically designed to appeal to a distinct

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consumer audience and to meet their needs," opined Ms. Vollbrecht.

While P&G tinkers with Pantene, the big news in hair care has been its acquisition of Clairol. At press time, the government review process was complete and the deal was nearly closed. The acquisition launches P&G into the profitable and growing hair coloring market and adds a hefty \$1.6 billion to the company's global beauty care product sales annually. Clairol's Herbal Essences shampoo is the leader in the category with annual sales of \$147.7 million, and will allow P&G to build more on its position in the natural beauty category and tap a younger audience.

L'Oreal, ranked by IRI as the No. 4 contender in the mass hair care market with annual sales of \$95.6 million, recently launched CurlVive, a collection of care and styling products specially formulated for curly hair. About 23% of women aged 12-64 have naturally curly hair, yet have not been able to find a product range at mass, executives said. "Consumers with curly hair are highly involved in their hair care routine, and are very concerned with the shape, definition and condition of their curls," said Shelley Saville, senior vice president, L'Oreal hair care. "The CurlVive system utilizes hydrating proteins to help curl formation, and reduces frizz by 95%."

#### Don't Forget to Water the Hair

Introductions of moisturizing products have surged in the past year. Some believe that chemical processes and styling aids are to blame for dry, damaged hair, while others point fingers to ingredients traditionally found in hair care. Former Kiehl's chemist Stephen Musumeci founded Stephen est. 1985, Swiftwater, PA, to create ingredients and formulations that are natural to the body. The damaging agent in many hair care products, Mr. Musumeci insisted, is the traditional surfactant.

"Most surfactants in shampoos include sodium or ammonia laureth sulfate," Mr. Musumeci noted. "They clean the hair and skin, but they strip them of their natural oils. I discovered one surfactant, however, that does not remove the cholesterol layer from the skin--sodium methyl cocoyl taurate."

No matter what the skin type, a disrupted balance will cause increased oil production, he said. Stephen est. 1985 formulations are much less aggressive.

The hair care products use gentle and light conditioning agents. Healthy Hair Cleanser with Mandarin and Sandalwood (for fine to normal hair) contains more surfactant than the Healthy Hair Cleanser with Lavender and Juniper (for dry hair) to lift fine hair. Healthy Hair Conditioner with Panthenol combines PCA humectant with panthenol and silicone to make normal and fine hair soft and manageable. Healthy Hair Conditioner with Panthenol and Avocado has panthenol, avocado oil and lanolin derivatives to combat dry hair. These ingredients are clinically

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proven to repair hair and keep it healthy, he said. "Hair gets abused from styling and the environment, so it constantly takes a beating," Mr. Musumeci explained. "Hair is like skin; it needs to protect itself."

Soon, the company will introduce oil-based shampoos and conditioners that mimic the oil on the skin to increase oil retention and remove dirt. Stephen est. 1985 products are sold in Henri Bendel, Apothia and online at [www.stephenest1985.com](http://www.stephenest1985.com).

No one can walk by the dairy aisle in the supermarket without seeing an abundance of soy products. The same may soon be true for hair shelves in both the salon and mass markets. **Sexy** Hair Concepts, Chatsworth, CA, introduced the Healthy **Sexy** Hair line. The products contain soy milk which provides a different base and texture from traditional water-based products. Executives chose the ingredient for its super-moisturizing effects to replace the drying ingredients found in most styling aids.

"Soy moisturizes the hair and deposits protein," explained Michael O'Rourke, founder and chief executive officer, **Sexy** Hair Concepts. "Dry hair should be moisturized and flexible, and soy allows for that flexibility."

The Healthy **Sexy** Hair line includes SoyMilk shampoo, SoyMilk conditioner, Soy Tri-Wheat leave-in conditioner, Soy Smoothie Straightening tonic, Soy Paste Texture pomade, Soy Fuel Power (conditioner booster), Soy Salvation (hair masque treatment), Soy Butter, Soya Want Flat Hair and Soya Want Full Hair. The average SKU price is \$7 in salons. Mr. O'Rourke said that innovation is key in the market, whether with hair care ingredients or hairstyles.

"The only way to get through this economy is to be innovative, in addition to having the best value for your product," insisted Mr. O'Rourke. "Innovation cannot be an option, or the economy won't grow. **Sexy** Hair Concepts always looks for new technology to keep hair healthy from the inside out."

**Sexy** Hair Concepts also introduced a collection of hairstyles, All-American Girl, to reinforce the free and independent spirit of American women. The increasingly popular "shattered" look is included, where the hair is layered and "broken" at the cheekbones and mouth. Mr. O'Rourke said that these hairstyles are closely interwoven with the times.

"On Sept. 11, the country was shattered," he said. "Fashion works along the same mode. Fashion, hair and architecture all build around this. We are seeing wonderful colors, because people don't want to feel drab and depressed."

Alberto-Culver is launching several new VO5 moisturizing products in January. The first, a line called VO5 "Milks," features three shampoos

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and three conditioners with edible fragrances and ingredients that moisturize the hair: Strawberries & Cream, Pina Colada and Creamy Fresh Peaches. The formulas contain soy milk protein extract, an ingredient sought by consumers from class to mass.

"Consumers are looking for more soy-centered hair care products. It began at the prestige level," noted Heather Bennett, brand associate of VO5, Alberto-Culver, Melrose Park, IL. "This was a great opportunity for VO5 to marry this trend with fabulous VO5 fragrances and bring it to mass consumers."

The VO5 "Milks" feature pastel colors and pearly formulations. Also in January, VO5 will launch two new herbal shampoos to build on the success of current fragrances such as Kiwi & Lime Squeeze and Sun Kissed Raspberry. The new fragrances include Jasmine Tease and Tangerine Tickle and will be available in shampoo and conditioner. Although fruity fragrances tend to attract younger consumers, Alberto-Culver insists it is targeting a much broader group. "VO5 herbals do appeal to a younger consumer, but in reality, our fragrances and value appeal to all consumers," said Ms. Bennett.

Alberto-Culver was founded in 1955 with just one product, VO5 Conditioning hairdressing. Today, Alberto-Culver's VO5 hair conditioner products are the No. 3 best-selling hair conditioner/cream rinses in the U.S. mass market, according to IRI. VO5 shampoos also did well with sales of \$46.3 million last year, making it the No. 9 shampoo brand in the mass market. Alberto-Culver as a whole ranked fifth in mass with combined shampoo sales of \$86.4 million, which includes brands such as St. Ives, VO5 and Tresemmé, IRI reported.

Rusk, a company once known for its styling products, has come a long way. The company now offers several different hair care lines infusing both hair care and styling (foundation) products. The most recent is Being, targeted for modern men and women and designed to improve the health of hair.

"The line itself was created to take foundation products one step further with a healthy hair complex, Tri-X," explained Tatjana Czypionka, Western technical director, Rusk Inc., Stamford, CT. "It gives a cosmetic effect as well as creates strong and resilient hair fibers and manages oil on the scalp. It works below the scalp to the hair follicle to make the hair shaft healthier."

Color and chemical services are an important part of the salon business, Ms. Czypionka explained, but treatments compromise hair and affect the ability to style it. Tri-X is a blend of soy, rice and wheat proteins to condition hair. Panthenol strengthens hair, panthequat smoothes the hair shaft and extracts of burdock, ivy and lappa root act as scalp astringents. Tri-X also contains fenugreeks, an extract derived from the Mediterranean, which is said to strengthen hair follicles and

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fibers. Ms. Czypionka insists Being transcends age, gender and class with its product formulations and simple graphics and square packaging.

Meadowfoam seed oil, a highly moisturizing ingredient that has been used in skin care formulations for years, has been added to hair care products too. Satinique, a Quixtar product line owned by parent company Alticor, features the Ceramide Infusion Complex combining meadowfoam seed oil, ceramide and protein to combat dry, damaged hair.

"The Ceramide Infusion Complex penetrates deep into the layers of hair to replenish the membranes lost in the hair shaft and on the scalp, or the cell membrane complex," said Brandi Huyser, brand manager of Satinique, Grand Rapids, MI. "Satinique is exclusive to this system that repairs, strengthens and protects hair in as little as one use, or your money back."

Executives said the complex closely replicates the natural binding ceramides found in the hair that smooth down the cuticle, which is altered by styling products and the environment. The Ceramide Infusion Complex was designed to restore hair to its natural state.

The Satinique hair care collection contains five hair cleansers and five detangler and treatment products: Gentle Daily hair cleanser, Revitalising hair cleanser, Volumising hair cleanser, Daily Balance 2-in-1, Dandruff Control hair cleanser, Volumising detangler, Moisturising detangler, Hi Gloss serum, Hair Repair masque and Leave-In protector. Styling products include a mousse, spray gel, styling gel, finishing spray and styling spritz. Executives noted that movement and shape are more important this season.

Zotos International, Darien, CT, offers the Serenitea hair and body collection formulated with green tea and essential oils to soothe, protect and strengthen hair. The hair care collection includes Moisturizing shampoo, Nourishing conditioner, Cream gel and Shimmering pomade. The products can be found in beauty supply stores nationwide.

Archipelago Botanicals recently launched its Milk shampoo and Milk conditioner, utilizing the benefits of dried milk solids and soy, rice and oat proteins to gently cleanse, strengthen, soften and detangle the hair. The shampoo also features arnica flower, chamomile, ginger root, vitamin E, grape, rosemary and sage extracts plus jojoba oil. The conditioner contains aloe vera, jojoba oil, vitamin E and willowbark in addition to the milk solids and proteins. The line's 16-oz. apothecary bottles retail for \$9.50 in salons.

#### Hair Color Armor

When professional hair color fades quickly, many women want to know what happened. PureOlogy, a new company that addresses the preservation of hair color, insists traditional hair care maintenance ingredients are

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to blame. Jim Markham, chief executive officer of PureOlogy in Irvine, CA, said many shampoos today contain sulfates, animal proteins, synthetic fragrances and color depositing ingredients that are both harmful to the body and strip the hair of its color. "There are very few choices," insisted Mr. Markham. "And they are all using technology that was developed in the 1950s. The same harsh ingredients are used to clean engines and floors."

This technology is also found in high-end hair care lines, he said. The answer, PureOlogy executives insist, is getting rid of sulfates and using much milder ingredients to minimize color fade. The PureOlogy line contains ingredients such as heliogenol, melanin, UV inhibitors and vitamins C and E to protect and nourish the hair.

"We set out to make a sulfate-free, mild and non-stripping shampoo," Mr. Markham noted. "To that we added potent antioxidants and UVA/UVB sun protectors to keep color-treated hair in good condition."

The products include Hydrate Shampoo, Hydrate Condition, Bodify Detangle, ReConstruct Repair, Power Dressing, Texture Twist, Root Lift and In Charge. Mr. Markham said the line is a pioneer in the prestige hair color market by being the first high-end line of its kind and promising both 100% vegan ingredients and a color preservation guarantee.

Neutrogena introduced the Clean for Color line in February. The products are designed to help defend against the three most common threats to hair color: wash-out, fade-out and dry-out. This launch may have helped Neutrogena's shampoo sales slightly, which were up 0.4% to nearly \$74.3 million for the year ended Aug. 12, according to IRI. But Neutrogena's conditioner sales paint quite a different picture--they were up 7%, reaching \$19 million, partly due to the plethora of new conditioning products. The line contains Clean for Color Color-Defending shampoo, Color-Defending conditioner, Color-Defending leave-in foam, Replenishing 60-Second Hair Repair and Replenishing Instant Shine detangler. All utilize color-locking moisturizers and UV filters. Neutrogena's Clean for Color retails for \$4.99-5.19.

Salon brand John Paul Mitchell offers the Modern Elixirs Color Therapy line to preserve color and maintain vibrancy and health. The line features a unique color-locking system with vegetable-based ingredients to eliminate buildup, maintain body and volume, restore the hair's lipid content and add strength.

#### Color-Crazy

Forget the makeup, some executives say, and go crazy with hair color. According to Andre Viveiros at the Garren New York for Clairol Professional and spokesperson for MC MAX, "Vibrant colors are in. People look to color to hold up their look; they are not wearing as much

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makeup."

Clairol Professional's MC MAX offers patented red dye and iridescent base technology, a high retention color complex and light-reflective color to give hair vibrancy. The line has five tonal families, with 17 shades in all.

Two-toned hair is also making an appearance on the catwalks. The style is achieved by dividing the hair into two sections and making the top layers two shades lighter than the bottom. Different colors or shades can be used. This process requires less time than highlighting and creates depth and dimension to the hair. "In fact," Mr. Viveiros said, "people with straight hair can create the illusion of more hair."

For spring 2002, hippie looks are in as well as bowl cuts, Mr. Viveiros said. But the one thing that everyone will have is color, which is a reflection of the times. "Women are certainly willing to take more risks," Mr. Viveiros revealed. "They are in a mode where they want to feel good and do not take anything for granted."

Color maintenance is just as important as making a fashion statement. Mr. Viveiros suggests using a recognizable brand that is specifically for colored hair. Clairol Professional offers Clairol Renewal 5 and Clairol Color ProTec. Color ProTec is an advanced system of shampoos, conditioners and styling aids designed to protect and maintain hair color's vibrancy. The line contains protein, Provitamin B5, antioxidants and sunscreen. The shampoo reduces friction to minimize cuticle stress in the shower and removes residue. ProTec's Daily Replenisher is a lightweight conditioner that smoothes and seal the hair shaft.

Redken, a name synonymous with daring hair color, recently launched several new lines in both hair color and hair care. The Shades EQ line offers the Vintage Violets collection, an extension of the existing Shades EQ Conditioning Color Gloss. The four violet color families include: Merlot, Sangria, Grape Sorbet and Violet Kicker, which can be used to achieve hues of fire red, icy purple and red tone variations, executives said. "These colors are hot in fashion, especially for people with dark hair, and they not only give great color, but they cover gray," said Karen Fuss-Zipp, vice president, U.S. marketing, Redken.

The Shades EQ Soho Spice collection's new copper shades were launched in October for highlighting and lowlighting. The three family color glosses include Chili, Curry and Cayenne and can achieve results ranging from soft cinnamons to fireball reds, executives said. The new color introductions are closely intertwined with the latest hair fashions, executives said.

"Hairstyles this winter have texture," Ms. Fuss-Zipp said. "They are both short and long with only one requirement, they are not the same. The cuts have strong shattered ends and bold color. You can create a lot of dimension and texture with these cuts. It's all about versatility and

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individuality."

Redken's latest hair care line is So Long, a line dedicated to long hair, featuring xylose sugar to protect the internal-hair fiber from the effects of heat. The formulation also delivers ceramides and proteins to the hair cuticle to strengthen hair, in addition to silicones to soften hair. "When it gets long, all the washing, blow-drying and brushing can really weaken the hair," noted Ms. Fuss-Zipp. "So Long helps strengthen and protect the hair with xylose sugar, a natural carbohydrate found in the hair."

### Blond is Beautiful

In addition to bold hair colors, blond is as popular as ever. Highlights are particularly popular in this segment. Rusk recently introduced three optical brightening conditioners for natural, color-treated and highlighted blond hair under the Blondes line--Baby Blonde, Golden Blonde and Platinum Blonde. Each formula contains protective keratin amino acids, hydrolyzed soy protein, sunflower seed extract and UVA/UVB absorbers. The featured ingredient, an optical brightener, removes mineral buildup in the hair to brighten dull, washed-out and mousy blond hair instantly. "Blond hair is becoming more and more popular all the time and consumers are double-processing their hair with bleach and color," noted Ms. Czypionka. "Blondes prevents brassy tones and nourishes and protects the hair."

John Paul Mitchell introduced The Color Blonding System, which includes versatile products such as Dual-Purpose bleach, the High-lift series with four levels of lift and clear, customizable tones (platinum, ash, neutral, beige and gold) and the Ultra Toners 11 Series for permanent toning.

John Frieda doesn't think winter should stop beautiful beach blond hair. His new Beach Blonde Sun Streaks adds highlights or covers roots in a flash with the use of a blow-dryer. The peroxide-based formula allows for exact application in its gel form. Heat should be applied for a total of 30 minutes, ideally broken up over a three-day period. John Frieda also offers the Sheer Blonde line containing blond maintenance products such as Highlight Activating shampoo, Moisture Infusing shampoo, Instant conditioner, Blonde Hair Repair deep conditioner, Blonde Ambition mousse, Funky Chunky texturizer, Spun Gold shaping balm, Crystal Clear hair spray, Spotlight detangling glosser and Dream Creme instant silkener.

### Away with the Gray

Former American Crew executive Chad Murawczyk told Happi that the men's hair coloring market lacked quality professional products. Identified as the first professional-only hair color for men, Mr. Murawczyk founded Min, a line that only takes "minutes" to cover up gray. Company research indicated that the majority of men don't want to

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change their natural hair color, they just want to cover gray. "Min takes three to five minutes to achieve gray coverage," said Mr. Murawczyk, now chief executive officer of parent company Salonclick LLC, Marlton, NJ. "It solves the problem of gray. And that's what the men's market is all about-problems and solutions."

Many drugstore products feature metallic dyes that continually build up on the hair shaft, leaving an oxidized coating. Enough oxidation will cover the gray, but the results can be unpredictable and messy, executives said. Min's new formulation technology actually penetrates the cuticle for a translucent, natural appearance. The products do not use ammonia and impart a clean smell. The resulting 12-SKU Min product line offers the newest technologies available to cover gray hair. Min offers cool shades, not warm or red undertones, which tend to show when those products fade. Mr. Murawczyk developed the line to tap the elusive men's market and to answer the concerns of graying men.

"The line was developed out of a pragmatic need," said Mr. Murawczyk. "The category was driven by female baby boomers who wanted to cover their gray. But half of the baby boomers are men and their only choices were to go to the drug store or buy women's hair care. I liken at-home hair dye application to at-home dentistry--if you have no experience, you will find out soon enough if you did a good job--usually at the office on Monday morning," he joked.

Keeping the male client in his comfort zone is important, Mr. Murawczyk said, as well as staying true to a promise. The male consumer has changed during the past decade into an educated and less intimidated shopper. "There is a brand new level of awareness in the market. Men are more educated and less insecure about perspectives that define male sexuality," Mr. Murawczyk revealed. "Those taboos have flown by the wayside." Min is distributed in salons throughout Canada and the U.S. and on [www.salonclick.com](http://www.salonclick.com).

Not to be outdone, American Crew launched the Classic Gray collection of hair Care products for men, designed to enhance the look and feel of gray or graying hair. The line consists of a three-part system--Classic Gray shampoo, conditioner and styling conditioner--to remove yellow, brassy color while conditioning and controlling unruly hair.

The shampoo contains hydrolyzed milk protein to moisturize and soften hair. The conditioner has hydrating linseed oil, aloe and comfrey. Lastly, the styling conditioner features sage and ginseng to stimulate and nourish the scalp while styling. The Classic Gray system is available in salon and barbershops worldwide for \$9.75 for each product or less than \$30 for the system.

#### Flaky Scalp Woes

With its Head & Shoulders brand, the anti-dandruff market is a

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stronghold for P&G, but others are stepping up to the plate to offer dandruff control to both men and women with new ingredients. Jingles, one of the newest entries in the competitive salon hair care market, offers the new Scalp Rejuvenating line, using tea tree oil to treat dandruff. The line currently has a shampoo and conditioner. The company plans to introduce a tea tree gel product under the same line in the coming months.

"The Scalp Rejuvenating line has a lovely peppermint smell that stimulates the scalp," noted David Leib, chief executive officer, Robanda International. "It is aimed at people who have a flaky, dry scalp."

The Jingles brand has five shampoos: Nourishing, Healthy Hair, Workout Clarifying, The Ultimate and the new Scalp Rejuvenating shampoo. For January, the company has added high quality surfactants to the formulas for enhanced performance and moisturization.

Robanda also offers the Eclectics hair care line, featuring seven nourishing SKUs. The products contain botanicals to treat severely damaged and color-treated hair. Harmonic, Eclectics' conditioner, was recently launched. It features three highly moisturizing ingredients--soy protein, citric acid and hydrolyzed collagen--in addition to wheat protein, panthenol, vitamin E and sun protectors. Currently, Jingles is available in 16,000 salons nationwide and in Puerto Rico. The company expects to add 6000 more locations next year.

Philip B, Los Angeles, CA, offers Rejuvenating Oil for Dry to Damaged Hair (and Scalp), which closely replicates the scalp's sebum oil with a blend of essential and carrier oils derived from 10 plants and flowers. The treatment can be left on dry hair from 20 minutes to 24 hours. Philip B also launched Peppermint and Avocado shampoo to refresh the scalp with peppermint, 16 plant extracts and 11 oils.

### Simplify, Simplify

The direction of the hair care market, whether it is moisturizing or coloring, is heading towards making life easier. Gil Ferrer, owner of the Gil Ferrer Salon, New York, NY, notices a prevalent trend towards simpler hair routines and styles. "Styles have become more and more simple," Mr. Ferrer said. "Perhaps this is a reflection of the times."

Another trend in the market is for more natural products. And Mr. Ferrer insists the goal of any hair care line should be healthy hair, because in the end, that is what matters. Mr. Ferrer's new shampoos include: Pine Tar, a gentle and conditioning shampoo to treat flaking scalp with chamomile and nettle extracts; Lift shampoo to build volume and sheen in fine hair and Exfoliating shampoo which contains witch hazel and citrus extracts to remove residue. The 8-oz. shampoos retail for \$14.

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Executives at DePasquale, Fair Lawn, NJ, decided the time was ripe to enter the hair care market, and not with just any hair care line, but a unisex cosmetic hair care line with strong ties to New York fashion, and of course, simplicity. "Right now, simplicity is the word on the street--sleek and simplified hairdos that can be taken from the day into the evening such as ponytails with accessories," said Dee Mattos, managing director, DePasquale The Spa. "Ecrú then becomes an accessory too."

Ecrú has gentle, nourishing ingredients that are found in skin care lines. The line was based on the countless concerns employees heard over the years from both stylists and consumers. The line has just eight SKUs to simplify shopping for the hurried consumer: Luxe Treatment shampoo, Sea Clean shampoo, Protective Silk conditioner, Silk Nourishing leave-in cream, Silk Nectar leave-in serum, Marine styling balm, Volumizing mist and Sunlight holding spray.

Time-saving techniques are a plus, but the development of Ecrú was largely based on a shift in the market from power in the 1980s to balance in the 1990s. "In the 1980s, everything was about power and money," she said. "Fashion today is not as power-lifting, but rather empowering. The psyche is different; consumers are more focused on balancing life." Ecrú is found exclusively in New York metropolitan area salons.

The White Rain Company, Danbury, CT, is ready to celebrate the 50th anniversary of the White Rain brand and introduce many new products too. The new White Rain Co. re-staged its hair care lineup to include Naturals, Classics and Select Effects brands. In February, Naturals will introduce Pear Berry Boost shampoos and conditioners which revitalize color-treated hair, and Freesia Spirit to hydrate dry, damaged hair. Both contain aromatherapy and proprietary complexes for healthy hair. White Rain is expanding the Select Effects line with styling products to cater to modern working women and young consumers who want to simplify the beauty routine.

"Young women define themselves as successful based on how busy they are during the day," said Maureen Gregory, vice president, marketing, The White Rain Company. "In hair care, they look for power and control, especially longhold products that don't need frequent reapplication, since they don't have the time."

Today's value brands are also positioned well to deal with consumers who are pinching their pennies with every purchase, especially after feeling the ripple effects of Sept. 11. "Once the initial shock wears off, we will fall back on what is important and what we value," said Ms. Gregory. "We are all finding small ways to comfort ourselves."

Suave too has not been adversely affected by the economy, citing the \$14 billion value-minded consumers spend each year on health and beauty

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care products. According to Suave's 2000 Equity Tracker, the value mindset extends to 39% of consumers for shampoo, 38% for hair spray/styling aids and 33% for conditioner. Suave shampoo sales reached \$87.4 million and conditioner sales totaled \$42.2 million in the last year, according to IRI, both up slightly from last year.

In 2001, Suave introduced Suave Aromabenefits shampoos and conditioners in Energizing Citrus & Ginseng, Refreshing Cucumber Melon and Soothing Green Tea & Jasmine. Also, under the Suave Naturals line, the company introduced Ocean Breeze and Sun-Ripened Raspberry scents for shampoos, conditioners, antiperspirants and deodorants, body washes and body lotions. The new foaming tear-free shampoos for children, under the Suave For Kids line, feature Tropical Punch and Bubble Gum flavors. Suave executives insist consumers are eager to hole up in their homes and use fragrant personal care products in tough times to retreat and relax.

"Consumers are shifting their priorities to focus more on family, friends and a simpler life in general," said Ralph Blessing, Suave category director. "In the shopping arena, this translates to buying more things that go hand and hand with a desire to nest more. As a result, attention is being paid to the smart, responsible, valuefocused consumer."

#### New Hair Care Ingredients

Here is a list of new hair care ingredients introduced by suppliers during the past 12 months. For more information about the ingredients listed here, contact the supplier directly.

\* Ajinomoto  
Paramus, NJ  
Tel: (201) 261-1789  
Fax: (201) 261-7267

Eldew SL205

INCI name: isopropyl lauroyl sarcosinate Suggested use level: 1-10%  
Applications: conditioners and shampoos Comments: In conditioners and shampoos as a lubricant and to lessen semi-permanent hair color from washing. Light hair and skin feel; good spreadability; low color and odor.

\* Amcol Health & Beauty Solutions  
Arlington Heights, IL  
Tel: (847) 394-8730  
Fax: (847) 506-6199  
Website: [www.healthbeautysolutions.com](http://www.healthbeautysolutions.com)

Polargel UV

Suggested use level: up to 6.5% Applications: hair styling products,

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gels leave-in conditioners Comments: Protects against potential sun damage.

PolyPore E 200

INCI name: alkyl methacrylates cross-polymer Suggested use level: up to 2% when backed with fragrance or moisturizer Comments: Delivers moisture to hair; delivery of fragrance to hair products.

\* Amerchol Corporation

Edison, NJ

Tel: (732) 248-6000

Fax: (732) 287-4186

Polyox WSR-N12K

INCI name: PEG-23M Suggested use level: 0.1-0.5% Applications: shampoos, rinse-off and leave-on conditioners, styling products Comments: In shampoos, improves foam quality and feel. In conditioners, enhances wet combability. In styling products, improves feel.

Glucamate LT

INCI name: PEG-120 methyl glucoside trioleate (and) propylene glycol (and) water Suggested use level: 0.25-1% Applications: shampoos Comments: Effective viscosity enhancement for difficult to thicken and standard surfactant systems; cold processable, pumpable.

\* BASF Corporation

Mt. Olive, NJ

Tel: (800) 880-5768 for samples

Fax: (318) 861-8031

Website: [www.cosmetic.basf.com](http://www.cosmetic.basf.com)

E-mail [cosmetics@basf.com](mailto:cosmetics@basf.com)

Luviquat Care

INCI name: polyquaternium-44 Suggested use level: 0.2-2% Applications: rinse-off, leave-on hair care, 2-in-1 shampoos, body washes, liquid soaps Comments: Luviquat Care was specifically developed as a conditioning polymer for shampoos. This cationic polymer provides excellent conditioning action on the skin and enhanced combing for hair. It has also been shown to reduce skin irritation caused by surfactants and increase moisturization on the skin, as measured by the corneo method.

Phytantriol

INCI name: phytantriol Suggested use level: leave-on products: 0.05-0.2%; rinse-off products: 0.1-0.5% Applications: shampoos, conditioners, mousses, sprays, tonics, gels Comments: Improves the penetration of high performance active ingredients such as panthenol and

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vitamin E. Acts as a conditioner and protects hair against mechanical damage. Improves moisture content to the hair and enhances feel, softness, volume/body. Gives gloss and smoothness to damaged, dull hair. Helps to prevent split ends on hair (together with panthenol).

#### D,L Panthenol 50W

INCI name: panthenol Suggested use level: leave-on products: 0.05-0.2%; rinse-off products: 0.1-0.5% Applications: shampoos, conditioners, mousses, sprays, tonics, gels Comments: Long-lasting moisturizer conditioner, protects hair against damage. Thickens hair to enhance feel, softness, volume and body. Improves luster and shine in damaged or dull hair. Helps prevent split ends on hair (together with phytantriol).

\* Carribean Aloe Vera  
Franklin Lakes, NJ  
Tel: (201) 560-0246  
Fax: (201) 560-0245

#### Prunus Oil

INCI name: prunus domestica seed extract Suggested use level: 5% Applications: hair lotions, tonics and creams Comments: Prunus Oil contains a high oleic and linoleic content that is very good for the scalp and leaves the hair shining.

\* Ceca SA  
Paris, France  
Tel: (33) 1 47 96 92 74  
Fax: (33) 1 47 96 92 34  
Website: [www.ceca.fr](http://www.ceca.fr)

#### Amphoram U

INCI name: undecylenamido propyl betaine Suggested use level: 3-8% Applications: hair and skin care Comments: Very mild surfactant.

\* Charkit Chemical Corp.  
Darien, CT 06820  
Tel: (203) 655-3400  
Fax: (203) 655-8643  
E-mail: [sales@charkit.com](mailto:sales@charkit.com)  
Website: [www.charkit.com](http://www.charkit.com)

#### Oat Oil PC

INCI name: avena sativa (oat) kernel extract Suggested use level: 2-5% Applications: skin and hair formulations Comments: Excellent emolliency with penetrating action. Free radical inhibitor, therapeutic antioxidant. Skin barrier repair agent. Compatible with alpha-hydroxy acids and liposomes. Formulation pH range 3-8. Manufacturing temperature range 20-80[degrees]C.

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#### Oat Protein PC

INCI name: avena sativa (oat) kernel protein Suggested use level: 3-10% Applications: hair and skin formulations Comments: Natural oat protein co-emulsifier. Dramatic reduction of oiliness in lotions and creams. Imparts silky tactility on skin. Substantive to hair, resulting in volumizing. Builds viscosity over wide temperature range. Formulation pH range 3-8. Manufacturing temperature range 20-80[degrees]C.

\* Ciba Specialty Chemicals

High Point, NC

Tel: (336) 801-2126

Fax: (336) 801-2057

Website: www.cibasc.com

E-mail: hpc.northamerica@cibasc.com

#### Ciba SALCARE Super 7

INCI name: polyquaternium-7 Suggested use level: 0.25-2% for hair care and skin care applications Applications: shampoo, conditioner, conditioning oil hairdress, foam wrap lotion and conditioning hair mask Comments: High solids, efficient replacement for conventional PQ7 and an effective, cost-effective replacement for PQ10.

#### Cibafast H Liquid

INCI name: sodium benzotriazolyl butylphenol sulfonate (and) buteth-3 (and) tributyl citrate Suggested use level: 0.05-0.3% Applications: shampoos and gels Comments: Efficient broad-band, watersoluble, anionic LTV filter with strong performance over the UVA and UVB range.

#### Ciba Salcare SC30

INCI name: polyquaternium-6 Suggested use level: 0.1-2% Applications: conditioners, treatments, skin care, deep conditioner, leave-in conditioner, oil moisturizer hairdress, wrap cream and blow-dry lotion Comments: Very efficient conditioning agent, anti-frizz, stable in high pH systems, provides softness to hair.

\* Cognis Specialty Surfactants

Blue Bell, PA

Tel: (215) 628-1034

Fax: (215) 628-1450

Website: www.cognis.com

#### Lamesoft TM Benz

INCI name: glycol distearate (and) coco glucoside (and) glyceryl oleate (and) glyceryl stearate Suggested use level: 3%-7% Applications: hair care Comments: Lamesoft TM Benz is an opacifier that has additional conditioning effects. Lamesoft TM Benz reduces the wet combing force and increases the gloss of the hair. The product is biodegradable, cold

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processable and does not need a pre-dilution step.

#### Gluadin Soy

Suggested use level: 2-10% Applications: hair care Comments: Gluadin Soy energizes the hair, providing increased strength, improved styling characteristics and more volume. Gluadin Soy protects the hair from environmental stress and repairs damaged hair without a build-up effect.

#### Nutrilan Milk

Suggested use level: 2-10% Applications: hair care Comments: Nutrilan Milk provides a pleasant feel, softness and smoothness to the hair. At the same time Nutrilan Milk improves skin elasticity and texture.

\* Cognis Care Chemicals

Dusseldorf, Germany

Tel: (49) 211-7940-0

Fax: (49) 211-798-4008

Website: [www.cognis.com](http://www.cognis.com)

E-mail: [care.chemicals@cognis.de](mailto:care.chemicals@cognis.de)

#### Hydagen HCMS-LA

INCI name: chitosan lactate Suggested use level: 10-35% Applications: hair conditioners, hair styling, stressed hair applications Comments: Natural styling polymer, 3% active solution, especially for modern hairstyling with flexible hold.

#### Gluadin Soy

INCI name: hydrolyzed soy protein Suggested use level: 0.5-1% Applications: hair care products, especially stressed hair and sensitive hair tips Comments: Protective, strengthening and reparative active ingredient for all kinds of hair care products.

#### Lamesoft P065

INCI name: cocoglucoside (and) glyceryl oleate Suggested use level: 2-5% in surfactantbased formulations; 2% in hair care treatments Applications: shampoos, shower gels, body washes, hair treatments Comments: Improvement of hair gloss and hair strengthening in hair care formulations. Very economical lipid layer enhancer with scientifically-proven benefits.

\* The Collaborative Group

Stony Brook, NY

Tel: (631) 689-0200

Fax: (631) 689-2904

Website: [www.collabo.com](http://www.collabo.com)

E-mail: [sales@collabo.com](mailto:sales@collabo.com)

#### Catezomes P-20

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INCI name: panthenol (and) behenamidopropyl dimethylamine behenate  
Suggested use level: 2-10% Applications: conditioners (rinse-off and leave-on), high performance moisturizers and styling products Comments: Encapsulated in a patented cationic liposome system, panthenol is delivered directly to damaged sights on the hair shaft. Highly recommended for enhanced treatment of chemically-treated and over-processed hair.

#### Lipidure PMB

INCI name: polyquaternium-51 Suggested use level: 0.5-5% Applications: shampoos, conventional and leave-on conditioners, styling products and instant moisturizers Comments: Powerful moisturizer that seals moisture into the hair shaft, improving tensile properties and reducing breakage during styling. Smoothes hair cuticle to improve combability and enhance luster and sheen.

#### Silkpro CM-1000

INCI name: hydrolyzed silk protein Suggested use level: 0.5-5% Applications: shampoos, rinse-off and leave-on conditioners, hair maintenance Comments: Excellent film former, improving texture and luster. Strong affinity to damaged, chemically-treated hair. Helps restore gloss and mend split ends.

\* Croda Inc.

Parsippany, NJ

Tel: (973) 644-4900

Fax: (973) 644-9222

Website: [www.crodausa.com](http://www.crodausa.com)

E-mail [marketing@crodausa.com](mailto:marketing@crodausa.com)

#### Cropeptide QL

INCI name: lauryldimonium hydroxypropyl hydrolyzed wheat protein (and) lauryldimonium hydroxypropyl hydrolyzed wheat starch Suggested use level: 0.3-3% Applications: shampoos, conditioners, styling and finishing sprays, hair gels, mousses, setting lotions Comments: Naturally-derived fatty quaternized wheat proteinstarch complex for hair care; provides proven substantivity, conditioning without build-up, and moisture retention properties; shown to absorb moisture at low relative humidities; contains cystine and is capable of disulfide bonding with hair for longer-lasting conditioning effects; improved wet combing and detangling; easy-to-use liquid, surface active, pH stable, compatibility with anionics, cationics and amphoterics.

#### Incroquat Behenyl 18-MEA

INCI name: behentrimonium methosulfate (and) quaternium-33 (and) cetyl alcohol Suggested use level: 1-5% Applications: leave-on and conventional conditioners, nourishing and treatment-type products,

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styling products, products for dry, permed and color-treated hair, heat-activated products, hair dyes and color developers and shaving products Comments: Incroquat Behenyl 18-MEA is a fatty quaternized derivative of 18-methyl eicosanoic acid (18MEA), the primary lipid of the hair surface. 18-MEA is often found missing in hair that has been chemically treated or mechanically stressed, making it unmanageable, less healthy-looking and more susceptible to environmental damage. Product is expected to replenish lipid surface of hair and help restore the 18-MEA that is lost from the hair. Makes hair more hydrophobic, improves wet and dry combing, repairs surface damage, helps protect against UV and other environmental damage and adds lubricity and shine. Product is approved for use in Europe. Patent-pending. In combing studies on bleached hair, Incroquat Behenyl 18-MEA reduced the peak load and total work of wet combing by 97% and 96%, respectively; dry combing was reduced by 92% and 85%, respectively. Hair fibers showed a 15% increase in contact angle, indicating the hair had become more hydrophobic after treatment with product.

## Cromollient SCE

INCI name: Di-PPG-2 myreth-10 adipate Suggested use level: 1-25% Applications: baby, children's and virgin hair shampoos and conditioners Comments: Hydroactive, surfactantfriendly di-ester emollient; great detangler for baby/children's shampoos; excellent wet combing properties and a silky feel to hair. In combing studies on virgin hair, Cromollient SCE out performed polyquaternium-10 in wet combing, decreasing peak combing force by as much as 50%. Product is waterdispersible, surfactant-soluble, works well in clear systems and approved for Europe. \* Degussa-Goldschmidt Personal Care

Hopewell, VA

Tel: (804) 541-8658

Fax: (804) 541-2783

Website: [www.goldschmidtsurfactants.com](http://www.goldschmidtsurfactants.com)E-mail [surfactants@de.goldschmidt.com](mailto:surfactants@de.goldschmidt.com)

## Abil Soft AF 100

INCI name: methoxyl PEG/PPG-7/3 amidopropyl dimethicone Suggested use level: 0.3-4% for conditioners; 0.1-2% for shampoos and skin cleansing; 0.2-1% skin care emulsions Applications: creams, waxes, conditioners, emulsions, shampoos, skin cleansers Comments: Abil Soft AF 100 is a siliconebased conditioning agent for improved gloss, body and volume of hair. Abil Soft AF 100 is easy to solubilize with surfactants. It can be used in care creams (w/o emulsions), care waxes (ringing gel) and also in clear shampoo or shower bath formulations. Abil Soft AF 100 contains hydrophilic groups. This makes it more compatible with aqueous systems when compared to amodimehticone.

## Abil B 8832

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INCI name: bis-PEG/PPG-20/20 dimethicone Suggested use level: 0.5-3% for hair care; 0.05-0.5% for emulsions; 0.25-2% for skin care; 0.5-3% for nail care Applications: hair, skin and nail care Comments: Abil B 8832 is a nonionic surfactant with a balanced hydrophilicity. Due to that, it is substantive to polar surfaces such as hair or skin proteins. In w/si emulsions, Abil B 8832 will contribute to the rheology and gel strength of the formulation.

#### Varisoft Clear

INCI name: palmitamidopropyltrimonium (and) PPG-3 myristyl ether (and) trimethyl pentanol hydroxyethyl ether Suggested use level: 3-10% Applications: clear conditioning rinses, leave-in conditioners and detangling sprays Comments: Varisoft Clear is a composition used to formulate effective, clear hair conditioners and rinses. Excellent wet and dry combability. Varisoft Clear provides controlled softening for longer-lasting hairstyles. Cold-processable, easy to handle and a concentrated, low viscosity liquid.

\* Desert Whale Jojoba Co.

Tucson, AZ

Tel: (520) 882-4195

Fax: (520) 882-7821

Website: [www.desertwhale.com](http://www.desertwhale.com)

E-mail: [marketing@desertwhale.com](mailto:marketing@desertwhale.com)

#### Jojoba Pro-HP

INCI name: hydrolyzed jojoba protein Suggested use level: 1-5% Applications: hair and skin care Comments: Jojoba Pro-HP is hydrolyzed jojoba protein from jojoba (*simmondsia chinensis*) seed. Conditions hair with its moisture retention and film-forming properties, greatly improving body, shine and smoothness. Jojoba Pro-HP improves the quality and functionality of skin and hair care.

#### Jojoba Quat--LH

INCI name: laurdimonium hydroxylpropyl hydrolyzed jojoba protein Suggested use level: 1-10% Applications: hair and skin care Comments: Jojoba Quat--LH is a quaternized ammonium compound produced from hydrolyzed jojoba (*simmondsia chinensis*) protein. Jojoba Quat--LH provides substantivity, humectancy and compatibility. This excellent conditioner provides body and shine to the hair and is suitable at all pH ranges in anionic and cationic formulations. Jojoba Quat--LH produces a loose, open foam for bubble bath and soap products.

#### Jojoba Glaze

INCI name: *simmondsia chinensis* (jojoba oil) seed oil (and) ethylene/propylene/styrene copolymer (and) butylene/ethylene/styrene copolymer Suggested use level: 10-50% Applications: hair and skin care

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Comments: Jojoba Glaze is a transparent, colorless viscous gel. Jojoba Glaze provides gloss to hair and is suitable for styling agent and hair conditioning products. Jojoba Glaze is excellent for wetting and dispersion of dyes and pigments while providing gloss, making it suitable for use in lip gloss, balms and lipsticks. This ingredient is suitable for skin care products such as massage oils.

\* Fanning Corporation

Chicago, IL

Tel: (312) 563-1234

Fax: (312) 563-0087

Website: [www.fanncorp.com](http://www.fanncorp.com)

E-mail: [contactus@fanncorp.com](mailto:contactus@fanncorp.com)

#### Meadowquat HG

INCI name: PEG-2 dimeadowfoamamidoethylmonium methosulfate Suggested use level: 2% Applications: permanent hair color Comments: Intensifies color and provides conditioning.

#### Fanpol Uni-Embase

INCI name: PEG-8 dimethicone meadowfoamate (and) meadowfoam amidopropyldimethylbetaine Suggested use level: 10% for creams; 4-6% for lotions Applications: hair color developers, conditioners (cream and lotion) and relaxers Comments: All-natural self emulsifying base for hair color developers and hair conditioners.

\* Fuji Chemical

Robbinsville, NJ

Tel: (609) 890-2490

Fax: (609) 890-2495

E-mail: [drew@fujichemusa.com](mailto:drew@fujichemusa.com)

#### AstaTrol Natural Astaxanthin Complex

INCI name: astaxanthin (and) caprylic/ capric triglyceride Suggested use level: 0.005-1% Applications: antioxidant, photoprotection, SPF booster, shampoos, conditioners, leave-in applications, styling products, scalp protection, anti-inflammatory and internal/external applications Comments: Highly active carotenoid antioxidant extracted from microalgae. Superior independent and synergistic activity. Oil and powder.

#### TocoTrol R40

INCI name: tocotrienols Suggested use level: 0.05-2% Applications: antioxidant, photoprotection, internal/external applications Comments: Tocotrienols from rice bran oil. Polyunsaturated vitamin E. GMO-free. Liquid and powder.

#### BerryMax Red Raspberry Seed Oil

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INCI name: rubus idaeus (raspberry) seed oil Applications: emollient, humectant, film-former, photoprotection, carrier oil and HNR/SCNP protection Comments: 86% pufa, 55% omega-6, 30% omega-3. Excellent oxidative stability. High saponification value.

\* International Sourcing, Inc.

Franklin Lakes, NJ

Tel: (201) 560-0111

Fax: (201) 560-1156

#### Karkade Flower Acids

INCI name: water (and) hibiscus sabdariffa extract Suggested use level: 0.5-2% Applications: shampoos, hair rinses, hair creams and masks Comments: Karkade Flower Acids contain properties that are superior to AHA or fruit acids without the associated irritation. An ingredient that will help to fortify the hair, slow greasing and makes the hair shine.

#### Kapilarine

INCI name: water (and) propylene glycol (and) kigelia africana extract (and) ginkgo biloba extract (and) clary (salvia sclarea) extract (and) cinnamon (cinnamomum zeylanicum) extract Suggested use level: 3-7% Applications: shampoos, hair lotions, tonics Comments: Kapilarine can help stimulate scalp microcirculation and allow the good irrigation of the hair bulb.

#### Gleditschia

INCI name: water (and) propylene glycol (and) gleditschia (gleditschia australis) extract Suggested use level: 1-10% Applications: shampoos, restructuring capillary masks, conditioners, blisters, fixing sprays Comments: Gleditschia will allow for maximum protection of the hair while maintaining its shining beauty.

\* ISP Corporation

Wayne, NJ

Tel: Technical Service: (888) 471-3072

Fax: (973) 628-3305

Website: [www.ispcorp.com](http://www.ispcorp.com)

#### Styleze W-20

INCI name: polyquaternium-55 Suggested use level: 0.5-2% Applications: foam wraps, leave-in treatments, conditioners, mousses and gels Comments: Cationic terpolymer with hydrophobic character. Silky-smooth hair feel. Excellent hold properties.

\* Lipo Chemicals

Paterson, NJ

Tel: (973) 345-8600

Fax: (973) 354-8365

Website: [www.lipochemicals.com](http://www.lipochemicals.com)

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E-mail: salesandmarketing@liopchemicals.com  
Pure-Thix 1442

INCI name: polyether-1 Suggested use level: 0.4-2.5% Applications: conditioners, shampoos, hair pomades and hair styling products Comments: Recommended pH range: 5-12.

#### Liposilt

INCI name: fresh water pelloid Suggested use level: 5% or more Applications: conditioners and shampoos Comments: Available in green and black.

#### Lipowax R2

INCI name: cetearyl alcohol (and) polysorbate 60 (and) oleth-10 (and) PEG-75 lanolin (and) PEG-150 stearate (and) steareth-20. Suggested use level: 5-15% Applications: conditioners and relaxers Comments: An emulsifying blend, also used in skin care.

\* Norman Fox & Co.

Commerce, CA

Tel: (323) 837-7441

Fax: (323) 837-7474

Website: www.norfox.com

#### Norfox MH

INCI name: deoxyglutamyl fructose Suggested use level: 1-5% Applications: hair care products Comments: Conditioning substantivity to hair results in a luxurious, supple and lustrous appearance and manageability and wet or dry compatibility. Compatible with surfactant systems. Reported to enhance, not diminish, foam and lathering capacity.

\* Ondo Nalco Company

Naperville, IL

Tel: (630) 305-1000

Fax: (630) 305-2998

#### Sensomer CI-50

INCI name: starch hydroxypropyltrimonium chloride Suggested use level: 1-5% Applications: shampoos, conditioners, leave-on products and styling products Comments: Sensomer CI-50 is a naturally derived conditioning polymer that eases wet combing, dramatically improving hair feel.

#### Fixomer A-30

INCI name: polymethacrylic acid (and) acryamidomethyl propane sulfonic acid Suggested use level: 0.5-6% Applications: non-aerosol styling products Comments: Fixomer A-30 provides long lasting hold with a soft, natural hair feel.

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\* Presperse Inc.  
Piscataway, NJ  
Tel: (732) 819-8009  
Fax: (732) 819-7175  
Website: www.presperse.com

#### Oligogeline

INCI name: water (and) carrageenan Suggested use level: 3-5%  
Applications: shampoos and conditioners Comments: Conditions and adds gloss to dull hair.

#### Sea Silk

INCI name: water (and) enteromorpha compressa extract (and) himantalia elongata extract Suggested use level: 3-5% Applications: shampoos and conditioners Comments: Repairs damaged hair, imparts moisture to the skin and relieves itchy scalp.

#### Australian Macadamia Nut Oil

INCI name: macadamia ternifolia nut oil Suggested use level: 1-5%  
Applications: hair care and conditioners Comments: Provides lubrication, softening and protection of hair's protein structure.

\* Protameen  
Totowa, NJ  
Tel: (973) 256-4374  
Fax: (973) 256-6764  
Website: www.protameen.com  
E-mail: info@protameen.com

#### Protachem ISL

INCI name: isostearyl linoleate Suggested use level: 1-5%  
Applications: moisturizer, conditioner Comments: Natural-based emollient will add shine and moisture from shampoo and conditioner formulations.

#### Protoquat SLL

INCI name: sodium isostearyl lactylate Suggested use level: 1-5%  
Applications: shampoos and conditioners Comments: Mild cationic conditioner provides excellent wet and dry combability and anti-static properties. Compatible with most anionic surfactants.

\* Sabinsa Corporation  
Piscataway, NJ  
Tel: (732) 777-1111  
Fax: (732) 777-1443  
Website: www.sabinsa.com  
E-mail: info@sabinsa.com

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#### Sapadin

INCI name: sapindus trifoliatus fruit extract Suggested use level: 1-5% Applications: antimicrobial agent and natural surfactant Comments: Standardized to contain minimum 60% saponins.

#### Cococin

INCI name: cocos nucifera (coconut) fruit juice Suggested use level: 1-5% Applications: conditioner Comments: Supports healthy cell growth. Freeze-dried coconut water solids. Patent-pending.

\* Scher Chemicals

Clifton, NJ

Tel: (973) 471-1300

Fax: (973) 471-3783

E-mail: scherchem@scherchem.com

#### Hynamol PGDS

INCI name: PEG-90 diisostearate Suggested use level: 2-15% Applications: water-soluble thickener, gel detergent agent, clear styling gels, clear hair rinses, mousses and styling aids Comments: Water-soluble emollient that provides non-oily moisturization and lubrication to hair products. It replaces super amides in shampoos and body washes as a thickener and foam booster. Forms clear, sparkling gels with anionic detergent systems. Enhances foam height; excellent thickener and gelling agent. Forms gels with proylene glycol and dimethicone copolyol.

#### Hydramol TGL

INCI name: polyglyceryl-3 laurate Suggested use level: 2-10% Applications: shampoo, conditioner, hair treatment masks, hair glosser and conditioning sprays Comments: Hydramol TGL provides high shine and moisturization to shampoos, conditioners and hair treatment gels. It is water-dispersible and rinses off completely clean. It is a perfect ester for use in aqueous systems, contributing moisturization without greasiness.

#### Hydramol PGPD

INCI name: PEG (and) PPG-8 (and) 3 diisostearate Suggested use level: 1-5% Applications: shampoos, conditioners and hair treatment formulations Comments: Hydramol PGPD has unique solubility characteristics as it is compatible with water and most oils. It is an excellent emulsifier in o/w systems and a good thickener in detergent systems.

\* Seppic

Farfield, NJ

Tel: (973) 882-5597

Fax: (973) 882-5178

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E-mail: info@seppicinc.com  
Sepicap MP

INCI name: sodium cocoylaminoacid (and) potassium dimethicone PEG-7 panthenge phosphate Suggested use level: 1-3% Applications: shampoos, leave-on hair products and conditioners Comments: Multifunctional and thermoactivated hair and skin protectant.

\* Tri-K Industries  
Northvale, NJ  
Tel: (201) 750-1055  
Fax: (201) 750-9785  
Website: www.tri-k.com  
E-mail: info@tri-k.com

Glossamer L6600

INCI name: brassica campsteris/aleurites fordii oil copolymer Suggested use level: 0.5-10% Applications: shampoos, conditioners, styling lotions, pomades Comments: A new, natural copolymer that combines the emolliency of vegetable oils with film-forming properties to enhance reflectance and sheen and deliver moisturization and conditioning.

---- INDEX REFERENCES ----

NEWS SUBJECT: English language content; Page-One Story; Content Types; Front-Page Stories; Corporate/Industrial News; Dairy; Edible Oils Markets; Commodities; Grains/Edible Oils Markets; Soft Commodity Markets; Commodity Markets; Market News (ENGL NPAG NCAT PAG CCAT DRY MEDOIL CMD MGROIL M141 M14 MCAT)

MARKET SECTOR: Basic Materials; Consumer Non-Cyclical (BSC NCY)

INDUSTRY: Chemicals; Food Products; Cosmetics & Personal Care (CHM FOD COS)

PRODUCT: Chemicals; Food & Tobacco; Consumer Products (DCH DFT DCP)

Word Count: 8590  
12/1/01 HHPERSPI 80  
END OF DOCUMENT



Citation  
12/1/01 SOAPCOSMETICS 26  
12/1/01 Soap & Cosmetics 26  
2001 WL 23847761

Search Result

Rank(R) 8 of 11

Database  
ALLNEWS

(Publication page references are not available for this document.)

Soap & Cosmetics  
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Week Associates

Saturday, December 1, 2001

ISSN: 1523-9225; Volume 77; Issue 12

Sexy hair. (What's New). (Spring 2002 Sex Symbol Collection) (Brief Article)  
(Product Announcement)

Total number of pages for this article: 1 FULL TEXT

Sexy Hair Concepts unites pure beauty and the true essence of being in love with its Spring 2002 Sex Symbol Collection, Super Natural Love. Used to intensify genuine beauty or enhance existing makeup, Sex Symbol's Super Natural Love color palette depicts pure sensuality and innocence. Super Natural Love allows anyone to go from ordinary to extraordinary. The line includes Peep Show, an eyeshadow trio offering simple color for anytime wear. Peep Show is available in three colors; Allure, the color of seashells, is a pale shimmer that sweeps across eyelids for a smooth finish; Coy is a soft delicate caramel perfect for smudging in eyelid creases, and Envy, is a sparkling jaded green with flecks. The collection also includes Lip Lacquer, a delectable gloss duo that combines shine with the electricity of a sweet kiss. Cheek Tint is a gelatin-like blush that is sheer and transparent and can be layered for a more dramatic appearance. The newest addition to the Cheek Tint line is Gel-Ous, which flushes cheeks with a tint of color. Golden Rose Shimmering Body Spray can be applied anywhere on the body to accentuate sexy, bare shoulders and midriffs.

## ----- INDEX REFERENCES -----

KEY WORDS: HAIR PREPARATIONS; UNITED STATES; PRODUCT INTRODUCTION;  
TOILET PREPARATION MANUFACTURING

NEWS SUBJECT: Political/General News; New Products/Services; New Products  
and Services; English language content; Corporate/Industrial  
News (GCAT C22 PDT ENGL CCAT)

NEWS CATEGORY: BRIEF ARTICLE; PRODUCT ANNOUNCEMENT

SIC: 2844

REGION: United States; North America; United States; North American

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12/1/01 SOAPCOSMETICS 26

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Countries (US NME USA NAMZ)

Word Count: 193

12/1/01 SOAPCOSMETICS 26

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Citation Search Result Rank(R) 9 of 11 Database  
11/1/01 SPRTCHM 24 ALLNEWS  
11/1/01 Spray Tech. & Mkt. 24

2001 WL 14765296

(Publication page references are not available for this document.)

Spray Technology & Marketing  
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Thursday, November 1, 2001

ISSN: 1055-2340; Volume 11; Issue 11

Soy-based products. (Expand Healthy Sexy Hair Collection)  
Total number of pages for this article: 1

Chatsworth, CA-based **Sexy Hair Concepts** has recently expanded its Healthy Sexy Hair product line with the addition of five new products based on soy protein.

----- INDEX REFERENCES -----

KEY WORDS: HAIR PREPARATIONS; SOY CONCENTRATES; UNITED STATES; PRODUCT INTRODUCTION; TOILET PREPARATION MANUFACTURING; SOYBEAN PROCESSING

NEWS SUBJECT: Political/General News; New Products/Services; Corporate/Industrial News; English language content; Health; Health (GCAT C22 CCAT ENGL GHEA HLT)

SIC: 2844; 2075

REGION: United States; North America; United States; North American Countries (US NME USA NAMZ)

Word Count: 26  
11/1/01 SPRTCHM 24  
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Citation Search Result Rank(R) 47 of 76 Database  
10/22/01 PRODALERT ALLNEWS  
10/22/01 Prod. Alert (Pg. Unavail. Online)  
2001 WL 29587657  
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## Product Alert

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Monday, October 22, 2001

ISSN 0740-3801; Volume 31; Issue 20

Healthy **Sexy** Hair Soy Smoothie Straightening Tonic; Soy Paste Texture Pomade  
MANUFACTURER: **Sexy** Hair Concepts CATEGORY: 320 - Hair Styling Products. (Brief Article) (Product Announcement)

## FULL TEXT

The new Healthy **Sexy** Hair line from Chatsworth, CA-based **Sexy** Hair Concepts includes Soy Smoothie Straightening Tonic and Soy Paste Texture Pomade. Formulated with soy, the benefits of soy's amino acids reportedly strengthen the hair shaft and prevent hair and scalp dehydration, and its antioxidants serve as sun protectors. The tonic is sold in a bottle, while the pomade is in a jar. For sample retrieval information, please call: Marketing Intelligence Service, Ltd., (716) 374-6326.

## ----- INDEX REFERENCES -----

KEY WORDS: NEW PRODUCTS/SERVICES; PRODUCT INTRODUCTION; UNITED STATES; HAIR PREPARATIONS; TOILET PREPARATION MANUFACTURING

NEWS SUBJECT: New Products/Services; Political/General News; New Products and Services; English language content; Health; Health; Corporate/Industrial News (C22 GCAT PDT ENGL GHEA HLT CCAT)

NEWS CATEGORY: BRIEF ARTICLE; PRODUCT ANNOUNCEMENT

SIC: 2844

REGION: United States; North America; United States; North American Countries (US NME USA NAMZ)

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**FULL TEXT**

----- INDEX REFERENCES -----

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END OF DOCUMENT

Citation                      Search Result                      Rank(R) 56 of 76                      Database  
8/1/01 HHPERSPI 62                      ALLNEWS  
8/1/01 Household & Pers. Prod. Indus. 62  
2001 WL 14175563  
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Household & Personal Products Industry  
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Publications, Inc.

Wednesday, August 1, 2001

ISSN 0090-8878; Volume 38; Issue 8

All That Glitters: Today's Color Cosmetics.  
Melanie Marchie

#### FULL TEXT

In 1999, muted makeup shades were all the rage; in 2000, a dramatic splash of cosmetic colors hit the runway. What's new for the new millennium?

LIKE ANYTHING ELSE, the evolution of color cosmetics throughout history has tended to follow a logical progression. From season to season, what is considered new and different is simply a variation on the era's general trend.

However, as we have approached and now crested the new millennium, a dramatic change has taken place in the color cosmetics industry. Far from introducing a basic "look," the turn of the century has produced a variety of them--and, unlike in days past, all are acceptable.

Having flirted with the toned-down natural look in 1999 and swung to an extreme with bold and retro colors in 2000, the color cosmetics industry is now aiming toward pleasing a public that demands one of everything--and a personalized look that can vary significantly from one consumer to the next. It is a common theme that has enveloped the personal care and beauty industry in recent years, and one which will continue until the new-millennium dust settles, according to industry experts.

"At the turn of every century, a new attitude emerges," opined Gary Jones, director of research and development, BeautiControl Cosmetics, Carrollton, TX. "People are looking for something new and fresh. Right now, freedom and diversity tend to rule."

Mr. Jones confirmed that "on-trend" is no longer cut-and-dry in color cosmetics. "There was a time when you would open a magazine and every model in it was wearing the same basic makeup scheme," he commented. "Women were able to follow the trends easily by looking at what everyone

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8/1/01 HHPERSPI 62

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else was applying; very seldom did you see mixed looks. Today, makeup turns on a dime. It's influenced by a variety of factors, not just fashion magazines."

This is evidenced by the variety of mixed messages sent out by the media to consumers: Bold lips and subtle eyes are in. A balanced look and holistic approach is a must. Subtle 60s-style lips with dramatic cat-eyes are ruling the runway. The confusion of images leads back to one point: In the 21st century--or the beginning of it, at least--anything goes.

#### Getting it Together

One thing hasn't changed: a desire for convenience and simplicity of application. As a result, combination products, such as blush/eye shadow sets, and multibeneficial cosmetics including sunscreen/foundation products, are on the rise, more so in fact than any other category in the color cosmetics segment.

The eye and facial makeup categories grew 3% and 6% respectively in food, drug and mass merchandising stores for the year ended Dec. 31, 2000, according to Information Resources, Inc., Chicago. At the same time, lip cosmetics declined almost 2% and nail polish/nail treatments dropped 4%. The most significant increase in color cosmetic sales was in the makeup combination category, with these multi-use items yielding a 16.5% jump over last year's sales, according to IRI.

Makeup sales were also on the rise in department stores, according to NPD BeautyTrends, Port Washington, NY: category sales rose 5% from 1999 to 2000, with sales totalling \$6.8 billion. Lip products fared better in department stores than mass merchandising locations, up 7% in 2000, according to NPD.

Prompting the sharp rise in combination-product sales last year were a host of complete lines, many of which include multi-benefit single items, such as sunscreen-containing foundations and wrinkle-easing eye color products.

Sorme Cosmetics, Beverly Hills, CA, introduced its Believable Wet-Dry foundation in April. The foundation offers both color versatility and skin saving ingredients, according to company executives. The foundation utilizes alpha hydroxy acids to minimize the appearance of fine lines and wrinkles and offers the option of either a sheer, matte finish or a creamy, glowing look when applied with a moistened sponge.

Skin Alison Raffaele Cosmetics, New York, NY, introduced True Concealer, a base which not only offers an ultra-light finish but moisturizes and reduces inflammation with shea butter and chamomile oil. The company said that True Concealer and Transparent Finish, a loose powder packaged in a shaker-top jar, are suitable for all ethnicities

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and skin types.

Full product lines to be unveiled for fall include offerings from Estee Lauder, Lancome, Burt's Bees, Seduce (**Sexy** Hair Concepts) and Avon. These full range lines encompass color schemes that make for an easily pulled-together look.

Avon's Luxe Life is "elegantly **sexy**," according to the company. The fall palette offers easy sophistication that can be conveniently dramatized for evening and focuses on chocolates, sophisticated hues, rich reds, fuchsias and a hint of gold.

Black Opal developed Urban Opulence, a dynamic collection of gleaming colors that encompasses the mood of urban life, company executives said. Dual lip glosses and lip colors offer a variety of color combinations depending upon a woman's mood. The line also includes Metallic French Manicure nail enamel and Simplified Protective Base with VitaScreens, a protective base with vitamins and SPF 15.

Burt's Bees continues to cater to those desiring a natural effect with Wings of Love, a collection that's billed as "earth-friendly" and contains "good-for-you" ingredients. The line includes All-Natural lipstick, Lip Love shimmer, Lip Love pencils, a tinted moisturizer, blushing creme, concealing creme and loose powder. Powdered facial tissues round out the line; the tissues are naturally tinted and leave a healthy, sheer glow while absorbing excess oil and shine. Prices range from \$3-16.

**Sexy** Hair Concepts explores a palette of lilac and wine-stained hues with Seduce, a range that sports not only bold products but bold product names. Peep Show comprises three eye shadows: Enamor, Temptation and Sultry. Lip Lacquer includes Bella Donna and Last Kiss. Hot Cheeks is a purplish-pink cheek stick that casts an opalescent hint on the face, while Snow Kiss is a silvery shimmer dust with lavender undertones.

#### Glow with the Flow

Though it's difficult to get a handle on which of the multiple offerings will rise as "the" look in the coming year, industry experts contacted by Happi agreed that there is one trend that crosses all age groups and makeup styles: consumers' newfound penchant for glitter. Products that add sparkle and shine to virtually any part of the body--hair and fingernails included--are finding their way into foundations, sunscreens and a broad range of color cosmetics.

And the trend isn't limited to a little-girl look or line. "We have a new product. It's called Lunar Dust," revealed Pauline Youngblood, founder of Youngblood Cosmetics, a Simi Valley, CA-based natural cosmetics company that is geared more toward the upscale consumer than the teen set. "The upcoming look is a glowing satin skin, as opposed to matte. Lunar Dust adds highlights in a subtle and sophisticated, yet

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fun, way." The product is available in three shades, golden-, pink- and whitish-based, and can be used to highlight the cheekbones, temples, collarbone or any other skin area, according to Ms. Youngblood.

Clinique will roll out Gentle Light, available in a foundation and a loose powder, in the fall. Gentle Light is a sheer and skin-perfecting base that provides a naturally luminous finish, according to Arlette Palow, vice president of product development for makeup and fragrance, Clinique.

"We are finally getting into the category of luminous products," said Ms. Palow. "The idea is luminous but natural." Gentle Light comprises mosaic-like, flat mirrored particles in the natural pigments one would use for foundation. "They're tinted like the foundation shade," said Ms. Palow, "so the look is very natural, but it does impart that luminosity that consumers are looking for. And the line is oil-free, long-wearing and sheer, yet gives optical coverage and correction."

Mr. Jones of BeautiControl Cosmetics said that the focus is on a combination of fun, sophistication and personal choice. "We introduced a fragranced body glitter," he commented, "and people said, 'Don't discontinue this! It's not just for young girls ... it's for older girls too!'" The glitter is a little bit glitzy and a little bit glamorous, according to Mr. Jones. "Women as a rule haven't always had the permission to be glamorous," he pointed out. "Now they give themselves that permission."

Lancome will welcome fall with a glitzy gala for the everyday, according to company executives. The Chic line celebrates both the feminine and wild side of a woman with hot hues, flashes of gold, metallic sparks and fantasy finishes--and even nail tips in wild fur. Fantasy Tubes eye gloss adds a dose of drama and can be blended for a transparent effect; the gloss will retail for \$15. Other items in Lancome's lineup include Color Focus exceptional wear eye color (\$16); Ombre Trio eye shadow and lip gloss (\$35); Lip dimensions, lipshaping color (\$20), Lip Brio lastingly brilliant lip lacquer (\$20) and weightless, extra-shine and waterproof lip colors. For the face, Touche Liberty, a refreshing portable foundation, can be used in small touches as a highlighter for an added glow or as an all-over transparent veil, company executives said; it will retail for \$22.50.

Elizabeth Arden will offer two distinct themes for fall--one edgy and the other innocent, company executives said. A Warm Shades and Cool Shades collection both offer shimmer, metals and shine. The Warm Shades collection includes shimmer and velour lipsticks among its offerings, while Cool includes Metallique lipstick and Pink Glow and Plum Pearl eyeshadows. Price points range from \$3-20 for eyeshadow compacts, lipsticks and cheek color.

New York Color (N.Y.C.), Uniondale, NY has introduced Eye Shimmers,

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creamy, glistening shades that add a subtle sugar-coating of color to the eyelids and brow bone. Eye Shimmers are fast-drying, hypoallergenic and easy to apply with smooth, fingertip application. Eye Shimmers are available in White Ice, Iced Blue and Iced Mint and retail for just \$1.99. The line was introduced at chain drug stores and mass merchandisers in March.

For pure fun, Wet 'n' Wild will introduce Fantasy Makeovers this fall. Though the line is geared toward Halloween, company executives said that it will inspire wild looks all year round. Fantasy Makeovers includes such goodies as MegaSlicks lip gloss, for intense color and shine in Black, Fiery (gleaming orange/gold gloss) and Ghoully (smokey green glimmer); nonbleed/feather formula lipsticks in the same color lineup; MegaBrilliance lip gloss in Shinin' (silver), Gold and Shimmy Shimmer (sparkling iridescent); Draw-It-On lipliner, and the Witchin' Eyes collection, which includes coordinating masacras and eyeliners in such colors as gold, purple, silver, orange, black, red and white.

The Fantasy Makeovers line also includes Witchin' Nails and nail decals, Witchin' body face paints, and ancillary products including glitter sticks and gels, body tattoos, hair mascara and body and hair jewels.

#### Child's Play

Not all teen and 'tween products focus on the fantastic, however. The teenage market has grown significantly and is blending with adult cosmetics as youngsters become more selective.

"Teens have influenced the adult category just by buying into it more than they did in the past," commented Ms. Palow of Clinique. "They're the most fun consumers in the world; they're dynamic, willing to experiment and love to play." Teens also have a larger disposable income than the teenagers of yesteryear. "Teens know exactly what they're looking for and can honestly assess a product," Ms. Palow pointed out. "At the same time, they are more able to afford upscale or adult-type cosmetics than young people in the past."

Ms. Youngblood agreed that finances have been a factor in the changeover from robin's-egg-blue eyeshadow to the variety of color cosmetics and ancillary products that teens are dropping into their shopping carts today.

Noting Youngblood Cosmetics' attention to natural ingredients and careful formulation of finished products, Ms. Youngblood admitted, "Teens may be a little put off from purchasing 'adult' geared products for no other reason than the price. However, young shoppers of today are more confident in what they want. And if they want something badly enough, they'll find a way to buy it."

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(Publication page references are not available for this document.)

Ms. Youngblood noted that upscale products can have more of an appeal to generation Y in the case of typically problematic skin during adolescence. "Our foundation is healthy for the skin," she insisted, "so we get a lot of referrals from dermatologists for teens who are prone to breakouts. And parents will buy our product for their daughters."

Wet 'n' Wild, though maintaining an adult consumer base, is still popular with the teen set, as is Naturistics, a hip line of Gen-Y-geared products. Naturistics has introduced Hippie Stixx, a tinted lip gloss that encompasses "groovy glamour with a retro twist," according to company executives. The ultra-shiny glosses are flavored for added appeal and come in Hip to be Strawberry, Way Out Watermelon, Lava that Berry!, Groovin' Grape, Bubbly Yum and Kook Kiwi. The items retail for \$3.50 each and were introduced in January.

Naturistics also unveiled Lil' Kisses early in the year to tie in with Valentine's Day, but the mini-lip glosses are fun year-round, company executives said. Lil' Kisses are available in either roll-on or wand-type application and are compact for portability.

The Lil' Kisses line is also flavored with a choice of Strawberry, Watermelon and Vanilla in the roll-on version, or Mini Lip Sparklers in Strawberry, Watermelon and Raspberry. At just \$.99 each, the line is popular with younger consumers, according to the company.

#### Making It Last

While youngsters bounce from one trend to the next, adults still desire a few basics that never change: economy, variety and a look that lasts.

For years, formulators have been able to create waterproof and smudge-proof masacaras, as well as oil-free, sweat-resistant foundations. More recently, long-lasting lip color has become a market mainstay. This year, more breakthroughs in lip color are appearing on the market.

Cover Girl introduced Outlast, a wand-application lip color that lasts even through such typical smudgers as workouts and lunch, company executives said. The product also comes with its own gloss which is applied to the lips after the color dries for 60 seconds. Outlast is available in 26 shades.

Revlon's Colorstay line now includes Colorstay Lips, a product that "won't kiss off," according to the company. The extensive line includes lipcolor, lipliner and liptint SPF15 and offers flesh tones, neutrals, deep and bright ranges.

With the broad variety of individual items and with a number of entire looks being considered on-trend, as well as new scientific-based and

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multi functional items, it's unlikely that any one look will emerge as the top player in this year's color cosmetics competition. This year's big winner is the consumer, who will ring in the millennium with more choices than ever, and the ability to create a look that is uniquely her own.

Here are the leading facial makeup vendors ranked by dollar sales for the year ended Dec. 31, 2000

Noxell	\$320,435,200
Revlon	\$203,322,736
Maybelline	\$139,880,960
L'Oreal	\$119,941,104
Almay	\$79,077,268
Neutrogena	\$67,939,328
Procter & Gamble	\$50,593,006
Max factor	\$50,593,006
Physicians Formula Cosmetics	\$20,616,330
Coty	\$12,779,910

Note: Table made from a bar graph.

Here are the leading eye makeup vendors ranked by dollar sales for the year ended Dec. 31, 2000

Maybelline	\$315,509,535
Noxell	\$168,685,200
L'Oreal	\$135,412,720
Revlon	\$96,139,168
Almay	\$80,746,736
Max Factor	\$28,528,298
AM Cosmetics	\$19,544,665
Estee Lauder Inc.	\$15,460,973
Procter & Gamble	\$11,324,618
Coty	\$7,800,383

Source: Information Resources Inc., Chicago

Note: Table made from bar graph.

#### ----- INDEX REFERENCES -----

NEWS SUBJECT: English language content; Corporate/Industrial News (ENGL CCAT)

MARKET SECTOR: Consumer Cyclical (CYC)

INDUSTRY: Limited Product Specialty Retailers; All Specialty Retailers (OTS RTS)

PRODUCT: Retailing (DRE)

Word Count: 2529

8/1/01 HHPERSPI 62

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Citation Search Result Rank(R) 57 of 76 Database  
7/1/01 HHPERSPI 184 ALLNEWS  
7/1/01 Household & Pers. Prod. Indus. 184

2001 WL 14175428

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Household & Personal Products Industry  
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Sunday, July 1, 2001

ISSN: 0090-8878; Volume 38; Issue 7

Soy Featured in New **Sexy** Hair Concepts Line.

FULL TEXT

\* **Sexy** Hair Concepts, located in Chatsworth, CA, is highlighting the benefits of say in its new Healthy **Sexy** Hair line. According to executives, say's amino acids strengthen the hair shaft, prevent hair and scalp dehydration and its antioxidants serve as sun protectors. The line includes SoyMilk shampoo, SoyMilk conditioner, Soy Tri-Wheat leave-in conditioner, Soy Smoothie straightening tonic and Soy Paste texture pomade in milk bottle-like containers.

[ILLUSTRATION OMITTED]

----- INDEX REFERENCES -----

NEWS SUBJECT: English language content (ENGL)  
REGION: United States; United States; North American Countries (US  
USA NAMZ)

Word Count: 70  
7/1/01 HHPERSPI 184  
END OF DOCUMENT



Citation Search Result Rank(R) 65 of 76 Database  
5/14/01 PRODALERT ALLNEWS  
5/14/01 Prod. Alert (Pg. Unavail. Online)

2001 WL 23410485

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Product Alert

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Monday, May 14, 2001

ISSN 0740-3801; Volume 18; Issue 9

**Sexy Hair Concepts Big Sexy Hair Root Pump Plus Spray Mousse MANUFACTURER:**  
Formulas by **Ecoly/Sexy Hair Concepts** CATEGORY: 320 - Hair Styling Products.  
(Brief Article)

FULL TEXT

According to literature, Root Pump Plus Spray Mousse is promoted with the statement "Bigger just got better!" The reformulated product is further described as a humidity-resistant volumizing spray mousse for creating maximum volume by strengthening hair from the root. It reportedly adjusts the hair's pH balance and blocks the presence of water, to give hair a lift - while keeping it healthy and strong. Part of the Big **Sexy Hair** line, it comes in a slim aerosol under the **Sexy Hair Concepts** name. The line is manufactured by Chatsworth, CA-based Formulas by **Ecoly/Sexy Hair Concepts**. For sample retrieval information, please call: Marketing Intelligence Service, Ltd., (716) 374-6326.

----- INDEX REFERENCES -----

KEY WORDS: NEW PRODUCTS/SERVICES; PRODUCT INTRODUCTION; UNITED STATES;  
HAIR PREPARATIONS; TOILET PREPARATION MANUFACTURING

NEWS SUBJECT: New Products/Services; New Products and Services;  
Political/General News; English language content;  
Corporate/Industrial News (C22 PDT GCAT ENGL CCAT)

NEWS CATEGORY: BRIEF ARTICLE

SIC: 2844

REGION: United States; North American Countries (USA NAMZ)

Word Count: 108

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5/14/01 PRODALERT                      ALLNEWS  
5/14/01 Prod. Alert (Pg. Unavail. Online)  
2001 WL 23410489  
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**Sexy Hair Concepts Hot Sexy Highlights Aero Color Spray - Poly-Ester Pink;**  
**Denim-Flare Blue MANUFACTURER: Formulas by Ecoly/Sexy Hair Concepts CATEGORY:**  
**321 - Hair Colorings & Other Hair Products.(Brief Article)**

**FULL TEXT**

Chatsworth, CA-based Formulas by Ecoly/Sexy Hair Concepts has extended its **Sexy** Hair Concepts line to include Hot **Sexy** Highlights Aero Color Spray. Presented in an aerosol spray can, the "simple-to-use" haircolor is said to be fast-drying and to last all day; it "easily washes out with shampoo." Ideal for all hair colors and types, it comes in Poly-Ester Pink (a cotton-candy pink) and Denim-Flare Blue (a deep indigo blue) shades. For sample retrieval information, please call: Marketing Intelligence Service, Ltd., (716) 374-6326.

----- INDEX REFERENCES -----

**KEY WORDS:** NEW PRODUCTS/SERVICES; PRODUCT INTRODUCTION; UNITED STATES; OTHER HAIR PREPS; TOILET PREPARATION MANUFACTURING

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**Are you too busy for beauty ?**

Not anymore. Here, 30 tips that get you pretty--fast.

1 Woke up blotchy? Soothe your skin in five minutes with a washcloth soaked in cold milk. "The lactic acid in milk calms and smooths skin," says David Bank, M.D., a dermatologist in Mount Kisco, NY, and the author of Beautiful Skin. Skim, whole, and organic all work equally well.

2 Get the sultry smoky-eyed look without the painstaking application: Poppy Eye Kohl goes on looking smudged.

3 Make bushy brows obey right away by brushing a dab of Vaseline petroleum jelly over them, says Robin Siegel, the makeup artist for Friends.

4 Need to skip a shower? Swipe away sweat with a Jane Goodskin Showelette, a large towelette that contains antibacterial and deodorant ingredients to get you clean and feeling fresh quick--no water required.

5 Forgo conditioner for a few spritzes of Shiseido Multi-Treatment Hair Lotion. It penetrates and coats the hair's cuticle layer, conditioning and protecting your locks all day long.

6 No time to blow-dry your whole head? Dry just your hair's "T-zone," which, according to Joelle, a stylist at the Avon Salon and Spa in New York City, "is your hairline from ear to ear plus the section of hair where your part falls." Then rub a silicone serum through the rest with your fingers. "This works for any hair type, and your hair will still look polished and pretty," promises Joelle. (Try Paul Mitchell Modern Elixirs Style Serum or John Frieda Frizz-Ease Hair Serum.)

7 To combat wrinkles and scaling, slick on ChapStick Overnight Lip Treatment, which contains vitamins A and E, before bed.

8 Coordinate your makeup once and you'll never waste time trying to match colors again. Get a customized Star Cosmetics Face Portfolio, filled with go-together shades of foundation powder, eyeshadow, lipstick, blush, and concealer.

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9 The trick to removing nail polish rapidly, says Orly manicurist Kristi Marie Jones, is to choose a remover with acetone (versus one without), which breaks down lacquer without endless rubbing. (Try Orly Extra Strength Polish Remover.)

10 Get a flattering flush faster with a sheer lip-and-cheek tint. The stain will adhere to your skin and last all day. We love Morgen Cosmetics Schick Stick Cheek & Lip Stain in Healthy, with its goof-proof sponge-tip wand.

11 Forty-five minutes in the salon can save you hours of straightening at home. "New chemical relaxers leave hair softer, shinier, and more manageable," says Carmine Minardi, owner of the Minardi Salon in New York City. One treatment (about \$200) gives you four months of easy-to-smooth strands.

12 You can skip toner (unless your skin is very oily, says Bank) if you use a non-soap cleanser. (Try Aveeno Skin Replenishing Cleansing Lotion.)

13 Ditch unwanted hair anytime, anywhere: You can do a dry shave--without razor burn--using King of Shaves Original Shaving Oil.

14 Get rid of styling-product buildup with model Emme's favorite fast recipe: Mix a teaspoon of Arm & Hammer baking soda with your regular shampoo, rub into damp hair, then rinse out.

15 Dramatize your eyes in an instant with just one dot of brown eye pencil at the outer corner of each eye, and smudge a little, says makeup artist Siegel. (Try Prescriptives Soft Lining Pencil in Brown Brown.) You'll get a sexy cat-eye look without the hassle of major makeup.

16 Rhap-sudsy in blue: Remove makeup and deep clean your pores with one disposable cloth. (Try Noxzema (H.sub.2) Foam Cleansing Cloths.)

17 The speedy secret to covering problem-skin spots, says Eva Marie Denst, creator of [www.makeupmania.com](http://www.makeupmania.com), is to use a cream foundation, which goes on smoother and covers faster than a liquid formulation. For fastest results, apply with your fingers instead of a sponge.

18 Go from Peoria pale to St. Tropez tan in just 30 minutes (as opposed to an hour or two) with one of the new, fast-developing self-tanners. (Try Bain De Soleil Radiance Eternelle, right, or Coppertone Endless Summer.)

19 After a workout--or a mad dash to the office--restyle your hair in a flash with hairspray. "Just spray, then run your fingers through your hair to reshape it," says stylist Joelle. "If you can't shower, the alcohol in the spray cuts down on the grease factor."

20 Bronze your bod in a matter of minutes with Sexy Hair Concepts Sex Symbol Aero Tan. This tan in a can goes on like spray paint, dries instantly, then washes off easily with soap and water.

21 We've found the quickest way to apply foundation: Dust on Susan Posnick Colorflo, a mineral powder foundation that dispenses through a built-in brush.



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Bonus: It contains SPF 20.

22 No time for a full-fledged facial? Try just the steaming step, suggests dermatologist Bank. Ten minutes should get the blood flowing, bringing a fresh supply of nutrients to your face. While your skin's still damp, apply moisturizer for a dewy look.

23 For speedy, stressless styling on the run, try the ThermaCell Compact Straightening Iron or Compact Curling Iron; both are quick to heat and cordless.

24 A manicure in under two minutes can be yours with celebrity manicurist Deborah Lippmann's four-section wonder tool, the Smooth Operator. Each section serves a function, pushing back raggedy cuticles, filing, buffing, or shining naked nails to a pro-like polish.

25 For a ready-set-go glow, rub a quick-drying bronzing liquid onto your cheeks and forehead, suggests New York City makeup artist Maria Verel. It dries almost instantly to a subtle sheen. (Try NARS Body Glow with sweet-scented Tahitian oil that moisturizes your skin.)

26 Mask split ends in seconds: When you're done styling, rub the ends of your hair with a dollop of leave-in cream conditioner, says Cheri McMaster, senior scientist for Pantene. (Try Brocato Saturation Light Leave-In Conditioner or Clairol Renewal 5x Daily Nourishment.)

27 Need polished nails in a pinch? Stick on Kiss 1 Easy Step nails. They're pre-glued (they take just 30 seconds to apply), come in a slew of bright spring shades, and last up to three days.

28 Stop spending precious minutes making sure your lip liner is in the lines. Instead, try Poppy Stay-Put Pencil transparent liner. This mistake-proof liner goes on clear yet creates a barrier on your lips to prevent lipstick from bleeding.

29 Manicure, schmanicure! Massage some petroleum jelly onto bare nails and cuticles, then wipe it off with a tissue. Your nails will look shiny and your cuticles will be rehydrated--at least for tonight.

30 Lipstick out of bounds? Too much shadow? Where oil-based makeup removers can smear and smudge the rest of your handiwork, the silicone-based Paula Dorf Sweep Away Clean-Up Stick lets you spot-erase makeup mistakes quickly and cleanly.

#### ---- INDEX REFERENCES ----

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Hair Styling Update.  
Melanie Marchie

#### FULL TEXT

Novel products and consumer education mean there's room for newcomers and old favorites alike in this growing market.

THE BODY HAS long been decorated, enhanced and, where possible, even physically modified to project a desired image, and hair, which can be painlessly altered, has always been top on the self-modification list. This malleability makes hair the ideal medium for self-expression, a fact which has fueled an ever-growing market for shampoos, conditioners, mechanical devices and, above all, styling aids.

Although feeling good is primary to any consumer, looking good runs a close second, and for good reason: research indicates that, like it or not, first impressions do have a significant impact, and the main thrust of any first impression is visual.

According to a study conducted by Yale University, New Haven, CT and commissioned by Physique, Procter & Gamble's styling-based hair care line, hair style can communicate a wide variety of perceived character traits, from intelligence to sexiness to whether the wearer may be the correct candidate for a job or trustworthy enough to date.

In the study, which was directed by Dr. Marianne LaFrance, professor of psychology and professor of women's and gender studies at Yale University, young women and men of diverse ethnic backgrounds were asked to respond to 300 digital images of three men and three women.

The images showcased a variety of hairstyles which were rated by the respondents on a scale of one to six using 10 adjectives: **sexy**, intelligent, outgoing, self-centered, poor, unpleasant, polished, confident, narrow-minded and careless. Though a variety of hairstyles were studied, only a limited number of models--each wearing several different hairstyles--were used.

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In the study, each model was viewed differently according to his or her 'do. When the female model sported a short, tousled coiffure she was viewed as confident and outgoing, while her longer, straight, blonde locks evoked a **sexy** and affluent image. A medium-length, casual women's look was perceived as the most good-natured. The male model's short, front-flip style appeared **sexy** but also self-centered, while one myth was reinforced in that both men and women with long hair were viewed as generally less intelligent. A medium length side part for men was seen as narrow-minded but also the smartest and most affluent of the hair perceptions studied.

Given the visual impact of one's coiffure, it is no surprise that the hair care category has evolved over time to include styling aids that accommodate virtually any look-of-the-moment. Today's mixed bag of hair styles--and the products required to achieve them--has broadened the hair styling aid market significantly, fueled by the contemporary emphasis on individualized looks as opposed to the cookie-cutter styles of days gone by. There is, it would seem, something for everyone in the hair styling market. "There is a broad versatility in both styles and styling products today," confirmed Stephanie Schneider, senior hair scientist, Pantene product development, "and consumers seek out products that they can use in a variety of ways in order to achieve a number of different styles."

Consumer enthusiasm for experimentation in this category was confirmed by last year's sales results. Dollar sales of hair sprays and spritzes were up 1.8% for the year ended Feb. 25, 2001, at \$599 million in food, drug and mass merchandising stores, according to Information Resources Inc. (IRI), Chicago. Dollar sales of styling and setting gels and mousses rose 14.7%, to \$605 million.

"What we're seeing at Pantene is that more and more, consumers want to create new styles themselves," noted Ms. Schneider. "Mousses and gels are growing faster than sprays right now. Consumers desire a certain style and want to know how to achieve it themselves, and although sprays are great for keeping a finished style in place or for smoothing down the hair, it takes a gel or mousse to actually get the style in the first place."

She added that with new information and styling tips in magazines, on television and on the internet, consumers are becoming more skilled at styling than in the past. "People want to experiment with their hair. Styling aids help them to achieve the creative looks they want."

#### Turning Heads

Creativity does seem to be the name of the game in today's styling aid market, but achieving salon looks at home requires the use of more, and better, tools. Major marketers are meeting this challenge both with new product lines and increased consumer education.

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Procter & Gamble's Pantene, the top brand in gels and mousses and No. 3 in the spray category for the 52-week period ending Feb. 25 according to IRI, has created style-specific subcategories with its Pro-V collections. All contain the Pro-V trademark ingredient--an exclusive pro-vitamin complex containing panthenol, panthenyl ethyl ether, dimethicone and fatty alcohols--and each is a complete line, removing the need to mix-and-match conditioners, styling aids and shampoos. A new pearlescent colored packaging and proprietary anticlogging nozzle round out the look, performance and philosophy that Pantene executives were looking for.

"The idea behind the collections was to provide consumers with a holistic experience rather than simply targeting a problem," explained Ms. Schneider. "In talking to consumers, we found that shoppers generally selected products based on a particular hair type, but research showed that 80% of consumers were misdiagnosing their hair types and not getting the results they desired." The answer was an end-look oriented series which takes into account both hair type and styling requirements, according to Ms. Schneider: "What the collections do is to address what the customer wants as an end result. Instead of just asking, 'does she want maximum hold?' or 'is her hair dry/oily?' we asked, what is the right combination of products she needs to create the style she wants?"

This consumer-based initiative reflects the company's focus on consumer education, which is now available through its website in the form of styling tips and guidance in product selection. A simple quiz helps identify the individual's cleansing and styling requirements and lists the appropriate styling products.

Once the consumer's requirements are identified, she can access a home page geared toward the collection of products that is best for her in order to obtain specific product information, photo visuals of Pro V-treated locks and hair care advice.

The company's five Pro-V collections include Volumizing, for fuller-looking hair; Smoothing, to deliver a straight, sleek, frizz-free style; Curls, to create lively, defined curls; Color Care, to maintain and condition color-treated hair and Basic Care, to develop health and shine.

Each collection includes at least one shampoo, conditioner and styling aid as well as repairative or enhancing products. The Volumizing collection includes a Body-BUILDER gel and mousse as well as an Energy Boost styling tonic, while Curls contains Scrunching gel, Curl Defining mousse and Curl Reviving treatment spray. Color Care includes an Intensive Care masque and Radiant Response gel and mousse. Smoothing offers Frizz Down calming masque and Get It Straight gel for a sleek effect.

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To promote Physique, P&G is also leaning toward result-oriented products and consumer self-education. "We offer consumers an end-look, whereas in the past individuals were buying by hair type," confirmed Mary Pochobradsky, brand manager, Physique. Three new collections--Volumizing, Straight Shape and Curl Defining--and a six-collection styling series offer styling sprays as well as foams, lotions or gels, shampoos and conditioners, all of which work together to allow the consumer to achieve the look she wants.

Physique also offers a Special Collection, which includes Precision pomade, a Styling stick and Styling spray. "These forms are new; they have creamy textures and are a little unusual. They're very different," noted Ms. Pochobradsky. "Consumers need to experiment and learn how to apply them, which is one service we offer on our website. It's all part of a transformation in hair care." Among the most innovative of Physique's new products are Spiral cream, a technology that tames frizz by aligning irregular air spaces and leaving curls softly defined; Styling spray, a targeted mist system that defines and holds curls for up to 20 hours; Contouring lotion, to smooth the hair surface and reduce fly-aways and the Styling stick, an extremely versatile product that adds texture and definition to create virtually any style the consumer wants, according to company executives. Physique's series products retail from \$3.50 - \$9.

L'Oreal turned to its consulting hairstylist Oribe, who works with celebrities including Jennifer Lopez, Sharon Stone and Gwyneth Paltrow according to the company, in developing its latest styling products. "The tousled, sexy look is really popular with women today," Oribe observed. "You can add texture, movement and shine to any style with the right styling products." In January the company introduced Studio Line FX Toss, a lotion that provides instant texture and creates unstructured, tousled looks on short or medium-length hair, company executives said. Separation and a "pieced" effect can be achieved by sectioning out selected strands of hair and applying varying amounts of Toss in order to achieve a multi-textured, unstructured effect.

To finish this or another style, Oribe suggests Fast Forward Quick Dry hair spray. The spray contains patent-pending resins that work with a patentpending aerosol device to dry in seconds and leave the hair feeling soft and natural. Since the product goes on cool and dry, styles aren't weighed down. The spray is available in Extra Strong and Flexible Strong hold levels. Both products offer the additional benefit of adding shine, according to the company.

The Studio FX line also includes Fresh Styling water, Melting gel and Liquid gel, which offer uncomplicated, non-sticky styles with movement. The products retail for \$3.29 each.

#### A New Perspective

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Waxes, pomades, tonics and combination products are appearing on store shelves more and more these days. However, industry experts agree that traditional sprays and spritzes still have a place in the consumer mindset. Rather than negating traditional forms, the newer styling aids serve to pack a multi-beneficial punch that, when used along with sprays or spritzes, create and maintain today's styles, according to industry experts.

"We still offer the best in technology for styling sprays. They're 50% of our styling market," revealed Ms. Pochobradsky of Physique. At the same time, she acknowledged the introduction of new forms on the styling scene: "As people experiment with new products, we are seeing the styling segment growing with pomades, styling sticks, creams and lotions."

Designed to be used in conjunction with their corresponding styling aids for maximum benefit, Physique's sprays include Amplifying, Spiral, Contouring and Styling, all of which are available in non-aerosol versions and retail for \$7, and Motionless aerosol spray, which also retails for \$7.

Vidal Sassoon created its VS Sassoon Salon Collection with the input of top stylists from its 21 salons and 13 teaching academies worldwide, according to company executives. The 31 SKU collection contains products that can be mixed and matched to create a unique regimen. The items range in price from \$5-12.

The research involved in developing the products was extensive: "Our stylists tested, rejected and approved a vast variety of products until we came up with the perfect VS Sassoon formulas that would help our clients recreate these sought-after looks in their own homes," confirmed Peter Gray, the company's editorial director.

The VS Sassoon Salon Collection is based on a three-step process: cleansing/conditioning, style and finish. Selecting from among the products in each of the three categories, the consumer can balance, color-protect, volumize or de-frizz before moving along to a broad range of styling product options. Individuals can receive styling help and advice on product selection on the company's website or on the packaging with a "you have ... you want ... here's how" graph. Among the line's most interesting SKUs are Polishing drops, which add shine and refined style to either wet or dry hair and Molding clay, a puttylike formula which can be used to separate or twist the hair while providing a matte finish.

Sprays in the Collection include Lifter spray gel and Heat Styling, Volumizing, Flexible Hair, Shine and Ultra Firm hair sprays. The products became available exclusively at Vidal Sassoon salons and the company's internet site in February.

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Unilever's Rave and Suave sprays and spritzes, which remain the No. 1 and No. 2 brands in the category once again with sales of \$65 million and \$47 million respectively, each registered gains last year. Of the two, Suave experienced the more significant increase, at 13.7%, according to IRI. The value brand offers a complete line of sprays, spritzes, gels and mousses. Among its more recent category additions are the herbal formulations, which include chamomile and passion flower Extra-and Flexible-Hold sprays, herbal lavender Spray gel and herbal lavender Shine gel, Frizz Control aloe vera gel and Extra Control rosemary mousse. A Shaping gel, Extra Control mousse and Maximum Control mousse are also available, offering consumers a variety of styling options at a lower cost than some manufacturers.

#### May All Be Coiffed

New styling aid collection B in10se (be intense) was designed to not only coiff but condition, according to The Lamaur Corporation, Minneapolis, MN. B in10se gels contain microspheres that release such ingredients as jojoba oil, vitamins E, A and B5 and sunscreens upon application, protecting the hair from sun, wind and even chlorine. Unlike the rinse-off action commonly found in shampoos and conditioners, the microspheres, which are broken open by the actions of palm blending and finger combing, stay in the hair to protect and nourish in addition to maintaining style, according to company executives.

B in10se's styling gels include four different levels of hold: Softwear Hold (level 1), Dominant Hold (level 2), Extreme Hold (level 3) and Hyper Hold (level 4). While the ingredients within the microspheres coat and condition the hair, the gels deliver the desired level of hold with a soft feel and no flakes. The product was introduced in March and retails for \$6.99.

B in10se is also breaking new ground with a pre-mixed gel/cream in B in10se Creme Gelee. According to the company, Creme Gelee follows the principle that most salons employ: combining different types of styling products in order to achieve the ideal combination of volume, hold and shine. Creme Gelee combines a water-based gel with an oil based conditioning cream to form a stable emulsion that repels water to control frizz, add volume and provide hold. At the same time, the product delivers the shine and silkiness that keeps hair looking healthy, company executives said. The product retails for \$6.99.

B in10se's slant toward a younger market, as evidenced by its multi-level hold styling aids and its hip and trendy product names, is a phenomenon that is cropping up throughout the hair care industry. "Younger consumers are important and are helping to drive the market," confirmed Ms. Schneider of Pantene. She added that girls as young as middle-school age experiment with different holds and styles, while boys tend to start styling in high school and stick primarily with gels for extreme or firm-hold looks.

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Dippity-Do, originally introduced in 1945, helped propel the younger market in later years due to its ability to hold more dramatic styles, especially among the experiment-oriented and individuality-seeking high school and young adult segment. The product was recently repackaged and repositioned as Dippity-Do Sport; its focus is now on the male category. With its cobalt-blue bottle and grab-and-go sport grips, the brand was well received in its Canadian rollout and is now rolling out in the U.S.

"Slicked through wet hair or applied to dry hair as a grooming aid, Dippity-Do Sport is an easy way to add style and healthy-looking shine for the guy who is always on the go," said Maureen Gregory, vice president of marketing, The White Rain Company, Danbury, CT. The brand includes Ultimate Hold, Ultimate Hold Unscented, Extreme Hold and Ultimate Hold Spray gels, as well as Sport defining wax.

John Frieda, New York, NY, is adopting a playful attitude with Beach Blonde, a four-item collection. The line includes Ocean Waves, a jojoba oil and sea salt-enhanced gel. The product provides a just-got-back-from-the-beach look by both lightening and texturizing the hair into wavy, tousled strands. Gold Rush is a shimmer gel which accents all shades of hair with streaks of gold, according to company executives; rather than peroxide, a standard highlighting ingredient, it contains bits of gold mica. Beach Blonde's combination of lightening effects with styling hold provides a completed "look" and is on trend with what consumers seem to be gravitating toward: multibeneficial tools that focus on the total end-look rather than one specific action.

LA Looks, the No. 2 hair styling gel marketer in 2000 according to IRI, revamped its brand by adding a proprietary strengthening compound to its gels, mousses and sprays. In addition, the company added specialty gels that give combination benefits. Calling this repositioning a "makeover for the new millennium," the company said that it offers light and modern new colors, salon-style products, "chunky, funky" new bottles, and a fresh new fragrance.

The product line includes Extra Super Hold Spray gel, Mega Hold 4 Color, Mega Volume gel and Frizz Control gel, as well as a 2-in-1 formula mousse line that combines the hold and styling power of a gel with the soft body and flexible volume of a mousse.

LA Looks is "not just gels," according to company executives. Its line of sprays includes Mega Hold, Extra Super Hold and Mega Mega Hold Spritz-on sprays. By matching holding levels, style requirements and product preference (gel, mousse, spray or a combination), the consumer is able to achieve the softest to the most extreme look.

Sexy Hair Concepts, Chatsworth, CA, formerly called Formulas by Ecoly, introduced the Big Sexy Hair collection in 1999, with launches throughout the following two years of Straight Sexy Hair, Short Sexy Hair, Curly Sexy Hair and Hot Sexy Highlights.

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The company has most recently introduced Aero Color sprays, which impart avant-garde colors to the hair that are easily washed out with shampoo and Big **Sexy** Hair Root Pump Plus, a humidity-resistant volumizing spray mousse for hair lift and health.

Pump Plus is said to strengthen hair from the root, prevent frizzies and flyaways and adjust the hair's pH balance to give hair a lift while maintaining health and strength. The pump retails for \$14.50 and, like other **Sexy** Hair Concepts products, is available in professional salons.

**Sexy** Hair Concepts also caters to the male consumer with Rumble Boys, a collection of hair products sporting macho names, camouflage colors and a rugged male image. Axel Grease Hold and Shine pomade is a light-hold finishing product that can be applied to either wet or dry hair for style and shine; the product is a metallic army green/brown and comes in a round plastic jar. It retails for \$11.50 for 1.8-oz. Bullet Proof Hard Hold hair spray dries quickly to a firm hold that supports strong shapes and styles; it retails for \$9.95 for 5.3-oz.

#### Completing the Look

Though spray sales have grown only minimally in recent years, major marketers agree that this represents a leveling off of, not a crisis in, hair spray sales. Despite previous warnings of an edging out and eventual replacement of tried and true sprays, it appears that new styling aid forms actually add to the already-abundant hair styling market. Their introduction and increased usage in recent years has opened a new category, but one which works in conjunction with more traditional methods in order to effect a desired end look that no longer requires a salon or stylist to achieve, according to industry experts.

Since the introduction of newer sticks, balms, lotions, pomades, gels and waxes, both their collective category and the hair spray segment have achieved gains during the past several years. Though hair spray sales growth has been the slower of the two, the category still has plenty of life in it. In the meantime, hair styling marketers will continue to offer new innovations in order to keep up with a consumer segment that is always looking for something just a little bit different.

"Hair is an expression of oneself," summed up Ms. Schneider of Pantene product development. "Styling aids help achieve that."

#### Hair Styling

#### NEW INGREDIENTS

Here is a list of new hair styling ingredients introduced in the past 12 months. For more information on the companies listed, please contact the company directly at the number provided.

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\* A&E Ltd.

(Perfumery & Cosmetics)  
Fordingbridge, Hants, England  
Tel: (44) (0) 1425 653367  
Fax: (44) (0) 1425 656041  
Website: [www.connock.co.uk](http://www.connock.co.uk)  
E-mail: [sales@connock.co.uk](mailto:sales@connock.co.uk)

kukui Nut Oil Deodorized

INCI name: aleurites moluccana seed oil

Suggested use level: 3-8%

Applications: gloss agent in oil/wax-based hair care products

Amodimethicone (and) C11-16 Pareth-7 (and) C12-16 Pareth-9 (and)  
Glycerin (and) Trideceth-12

INCI name: amodimethicone (and) C11-15 pareth-7 (and) C12-16 pareth-9  
(and) glycerin (and) trideceth-12

Suggested use level: 2-8%

Applications: clear, aqueous-based hair products

Comments: An amine functional micro-emulsion for clear, aqueous-based hair products. Offers improved wet and dry combing and lubricity.

Dimethiconol (and) Sodium Dodecylbenzenesulfonate

INCI name: dimethiconol (and) sodium dodecylbenzenesulfonate

Suggested use level: 2-5%

Applications: leave-in hair products

Comments: An anionic emulsion of high viscosity dimethiconol for leave-in hair products. Disperses well in aqueous preparations and gives the hair a good texture.

\* Aqualon Division of Hercules, Inc.  
Wilmington, DE  
Tel: (800) 345-0447  
Fax: (302) 992-7287  
Website: [www.aqualon.com](http://www.aqualon.com)  
E-mail: [pc-us@herc.com](mailto:pc-us@herc.com)

PrimaFlo HP22 Polymer Solution

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INCI name: hydroxypropylcellulose

Suggested use level: 2-5%

Applications: soft-hold styling gels, mousses, creams, fragrance spritzes

\* BASF Corporation

Mt. Olive, NJ

Tel: (800) 880-5768 for samples

Fax: (318) 861-8031

Website: [www.cosmetic.basf.com](http://www.cosmetic.basf.com)

E-mail: [cosmetics@basf.com](mailto:cosmetics@basf.com)

Phytantriol

INCI name: phytantriol

Suggested use level: 0.05-0.2% (leave-on products: conditioner, mousses, sprays, tonics, gels); 0.1-0.5% (rinse-off products: shampoos, conditioners)

Applications: shampoos, conditioners, mousses, sprays, tonics, gels

Comments: Improves the penetration of high performance active ingredients such as panthenol and vitamin E. Acts as a conditioner and protects hair against mechanical damage. Improves moisture content to the hair and enhances feel, softness, volume/body. Gives gloss and smoothness to damaged, dull hair. Helps prevent split ends on hair (together with panthenol).

D,L Panthenol 50W

INCI name: panthenol

Suggested use level: 0.05-0.2% (leave-on products: conditioner, mousses, sprays, tonics, gels); 0.1-0.5% (rinse-off products: shampoos, conditioners)

Applications: shampoos, conditioners, mousses, sprays, tonics, gels

Comments: Acts as a long lasting moisturizer conditioner and protects hair against damage. Thickens hair to enhance feel, softness, volume and body. Improves luster and shine, particularly in damaged or dull hair. Helps to prevent split ends on hair (together with phytantriol).

Luvigel EM

INCI name: caprylic/capric triglyceride (and) sodium acrylates copolymer

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Suggested use level: 0.1-0.5%

Applications: hairstyling pomades, soufties and hair creams

Comments: Luvigel EM is a liquid thickener for cosmetic formulations which reduces manufacturing time and provides better thickening. Luvigel EM is a pre-neutralized crosslinked sodium acrylates copolymer that does not require pre-swelling and can be used in o/w emulsions for fast viscosity build-up.

\* Centerchem, Inc.  
Norwalk, CT  
Tel: (203) 822-9800  
Fax: (203) 822-9820  
Website: [www.centerchem.com](http://www.centerchem.com)  
E-mail: [cosmetics@centerchem.com](mailto:cosmetics@centerchem.com)

Setakol

INCI name: hydrolyzed sericin

Suggested use level: 2-5%

Applications: scalp and hair treatment products

Comments: Setakol is a hydrolysate of the silk protein sericin. Setakol is an aqueous, amber-colored solution with a unique affinity for proteins. Setakol penetrates the cuticle layer of the hair shaft and binds to the keratin of the hair. A biological multi-functional protective film is formed which seals the outer cuticle layer of the hair. Setakol nourishes and hydrates the hair from the inside, protecting it against external influences with a conditioning film. The end result is hair with improved sheen, elasticity, smoothness and ease of combing. Setakol also soothes and hydrates and irritated scalp. It is stable at pH 5-9 and is compatible with up to 30% alcohol.

\* Charkit Chemical Corp.  
Darien, CT  
Tel: (203) 655-3400  
Fax: (203) 655-8643  
Website: [www.charkit.com](http://www.charkit.com)  
E-mail: [sales@charkit.com](mailto:sales@charkit.com)

Catezome Hemp Seed Oil

INCI name: water (and) hempseed oil (and) PEG-8 (and) stearamidopropyl dimethylamine stearate

Suggested use level: 10-20% or q.s.

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Applications: shampoos, conditioners, 2-in-1 products

Comments: Novel, non-phospholipid vesicles. Cationic surface charge. Substantive to both skin and hair, maximizing the amount of time EFAs and PUFAs are present on the skin surface or within the epidermis. Inherently conditioning to hair. Promotes wound healing. Occlusivity and water retention. Balances surface pH. Soothes and firms skin, imparting a smooth, softer texture. Typically stable at room temperature for at least 18 months.

\* Croda, Inc.

Parsippany, NJ

Tel: (973) 644-4900

Fax: (973) 644-9222

Website: [www.croda.com](http://www.croda.com)

E-mail: [marketing@croda.com](mailto:marketing@croda.com)

Cromollient SCE

INCI name: di-PPG-2 myreth-10 adipate

Suggested use level: 1-25%

Applications: styling and finishing sprays, setting lotions

Comments: This patented alkoxylated diester emollient is "hydro-active" and suitable for clear systems; excellent pre-solubilizer for benzophenone-3; provides silky feel to hair; approved for use in Europe.

Incroquat Behenyl 18-MEA

INCI name: behentrimonium methosulfate (and) quaternium-33 (and) cetyl alcohol

Suggested use level: 1-5%

Applications: styling products; ethnic maintenance products

Comments: A fatty quat based on primary lipid of hair surface (18MEA). Lipid replenisher and nourisher for hair damaged by chemical treatment or weathering. Makes hair healthier, shinier, more manageable; protects against environmental stress.

\* Desert Whale Jojoba Company/ Midwest Grain Products

Tucson, AZ

Tel: (520) 882-4195

Fax: (520) 882-7821

Website: [www.desertwhale.com](http://www.desertwhale.com)

E-mail: [webmaster@desertwhale.com](mailto:webmaster@desertwhale.com)

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**Jojoba Pro-AA**

INCI name: jojoba amino acids

Suggested use level: 1-5%

Applications: hair and skin care

Comments: Jojoba Pro-AA is a solution of jojoba amino acids produced from the proteins-found in jojoba (*simmondsia chinensis*) seed. It provides excellent moisture retention, moisturizing and film-forming properties to hair and skin formulations. These low molecular weight amino acids are capable of penetrating the hair shaft to provide moisturization and luster to hair. In addition, Jojoba Pro-AA enhances the quality and functionality of hair and skin care products such as shampoos, conditioners, creams, lotions and sunscreens.

**Jojoba Pre-HP**

INCI name: hydrolyzed jojoba protein

Suggested use level: 2-5%

Applications: hair and skin care

Comments: Jojoba Pro-HP is hydrolyzed jojoba protein from jojoba (*simmondsia chinensis*) seed. Jojoba Pro-HP conditions the hair with its moisture retention and film-forming properties, which greatly improves the body, shine and smoothness of hair. Jojoba Pro-HP improves the quality and functionality of skin and hair products.

**\* Dragoco**

Totowa, NJ

Tel: (973) 774-6714

Fax: (973) 334-9661

Website: [www.dragoco.com](http://www.dragoco.com)

**Dragoderm**

INCI name (proposed): ethanol (and) triticum vulgare (wheat) gluten

Suggested use level: 2%

Applications: hair styling products

Comments: Novel, patented, non-hydrolyzed wheat protein now available in ethanol for hair styling products.

**Gattefosse Corporation**

Westwood, NJ

Tel: (201) 358-1700

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Fax: (201) 664-5612

Website: [www.gattefosse.com](http://www.gattefosse.com)

**Acifructol Complex P67**

INCI name: propylene glycol (and) citric acid (and) lemon extract (and) water (and) grapefruit extract

Suggested use level: 5-10%

Applications: hair care mask, hair cream

Comments: Contains AHA (alpha hydroxy acid). AHAs are able to anchor themselves via hydrogen or ionic bond and hold the scale together. AHAs insure the regularity of cuticle surface and improve hair shine.

**Phylderm Vegetal C**

INCI name: hydrolyzed soy protein

Suggested use level: 5-10%

Applications: hair growth product; hair straightening product

Comments: Contains a balanced composition in amino acids (essential cellular nutrients) and peptides (cell metabolism booster). Helps to improve hair strength, health and appearance. By enhancing the keratinocytes, the hair grows more vigorously and quickly.

**Softcutol B**

INCI name: ethoxydiglycol behenate

Suggested use level: 2.5-10%

Applications: hair care products

Comments: A creamy and cushiony emollient. Creates a lubricating film, thereby reducing friction. Softcutol B eases the combing process and coats the hair, providing a volumizing and styling effect while increasing water resistance.

\* Goldschmidt Chemical Corp.

Hopewell, VA

Essen, Germany

Tel: (804) 541-8658

Fax: (804) 541-2783

Tel: (49) 201 173 2909

Fax: (49) 201 173 1828

Website: [www.goldschmidtsurfactants.com](http://www.goldschmidtsurfactants.com)

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E-mail: surfactants@de.goldschmidt.com

Abil B 8832

INCI name: bis-PEG/PPG-20/20 dimethicone

Suggested use level: 0.5-3% (hair care products); 0.05-0.5% (emulsions); 0.25-2% (skin care products); 0.5-3% (nail care products)

Applications: hair care, skin care and nail care products

Comments: A nonionic surfactant with a balanced hydrophilicity due to the fact that it is substantive to polar surfaces such as hair or skin proteins. In w/si emulsions, Abil B 8832 will contribute to the rheology and gel strength of the formulation.

Abil Soft AF 100

INCI name: methoxy PEG/PPG-7/3 aminopropyl dimethicone

Suggested use level: 0.3-4% (conditioners); 0.1-2% (shampoos and skin cleansing preparations); 0.2-1% (skin care emulsions)

Applications: styling creams; waxes; conditioners; emulsions; shampoos; skin cleansing formulations

Comments: Abil Soft AF 100 is a silicone based conditioning agent for improved gloss, body and volume of hair. Abil Soft AF 100 is easy to solubilize with surfactants; it can be used in styling creams (w/o emulsions), styling waxes (ringing gel) and also in clear shampoo or shower bath formulations. Contains hydrophilic groups, making it more compatible with aqueous systems when compared to amodimethicone.

Varisoft Clear

INCI name: palmitamidopropyltrimonium chloride (and) PPG-3 myristyl ether (and) trimethyl pentanol hydroxyethyl ether

Suggested use level: 3-10%

Applications: clear conditioning rinses; leave-in conditioners; detangling sprays

Comments: Varisoft Clear is a composition used in the formulation of effective clear hair conditioners and rinses. It has an excellent wet and dry compatibility. Varisoft Clear provides controlled softening for longer lasting hair styles. It is cold processable, easy to handle and a concentrated, low viscosity liquid.

\* Hydromer, Inc.  
Branchburg, NJ

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Tel: (908) 526-2828

Fax: (908) 526-3633

Website: [www.hydromer.com](http://www.hydromer.com)

#### Aquamere S-Series

INCI name: PVP (and) dimethiconylacrylate (and) polycarbamyl (and) polyglycol ester

Suggested use level: 10-15%

Applications: hair sprays; hair gels

#### Aquamere C-Series

INCI name: PVP (and) dimethylaminoethyl-methacrylate (and) polycarbamyl polyglycol ester

Suggested use level: 1-10%

Applications: shampoos; hair conditioners

#### Aquamere H-Series

INCI name: PVP (and) polycarbamyl (and) polyglycol ester

Suggested use level: 10-20%

Applications: hair sprays; shampoos

#### \* International Specialty Products (ISP)

Wayne, NJ

Tel: (888) 471-3072

Fax: (973) 628-4007

Website: [www.ispcorp.com](http://www.ispcorp.com)

E-mail: [jdallal@ispcop.com](mailto:jdallal@ispcop.com)

#### Aculyn 28

INCI name: acrylates (and) beheneth-25 methacrylate copolymer

Suggested use level: up to 1% active

Applications: thickener for clear styling gels, spray gels, sculption lotions and emulsion styling cremes

#### Allianz LT-120

INCI name: acrylates (and) C1-2 succinates (and) hydroxyacrylates copolymer

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Suggested use level: up to 7% (hair sprays); up to 4% (gels and mousses)

Applications: 55% and 80% VOC pump and aerosol hairsprays, styling gels, spritzes, non-aerosol and aerosol mousses

Styleze 2000

INCI name: VP (and) acrylates (and) lauryl methacrylate copolymer

Suggested use level: up to 1%

Applications: spray gels, sculpting lotions, clear tube gels, non-aerosol mousses

\* Jeen International Corp.

Little Falls, NJ

Tel: (973) 812-9087

Fax: (973) 812-2305

Website: [www.jeen.com](http://www.jeen.com)

E-mail: [info@jeen.com](mailto:info@jeen.com)

PVP K-15

INCI name: PVP

Suggested use level: 3-6% (styling gels, lipstick and makeup); 0.1-1% (suspending agents and emulsion stabilizers); [is less than] 0.25% (sunscreens)

Applications: binder, emulsion stabilizer, film former, hair fixative, suspending agent

PVP K-30

INCI name: PVP

Suggested use level: 3-6% (styling gels, lipstick and makeup); 0.1-1% (suspending agents and emulsion stabilizers); [is less than] 0.25% (sunscreens)

Applications: binder, emulsion stabilizer, film former, hair fixative, suspending agent

PVP K-90

INCI name: PVP

Suggested use level: 3-6% (styling gels, lipstick and makeup); 0.1-1% (suspending agents and emulsion stabilizers); [is less than] 0.25%

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(sunscreens)

Applications: binder, emulsion stabilizer, film former, hair fixative, suspending agent

\* Kama International Corp.

Duluth, GA

Tel: (770) 641-7800

Fax: (678) 352-0027

E-mail: info@kamaglobal.com

PEG 6000 Dibehenate

INCI name: PEG 150 dibehenate

Suggested use level: 2.5%

Applications: ethnic hair care products; shampoos; gels

Comments: Superior viscosity builder when compared to PEG 6000 Distearate.

\* Lipo Chemicals, Inc.

Paterson, NJ

Tel: (973) 345-8600

Fax: (973) 345-8365

Website: www.lipochemicals.com

E-mail: salesandmarketing@lipochemicals.com

Lipowax R2

INCI name: cetearyl alcohol (and) polysorbate 60 (and) oleth-10 (and) PEG-75 lanolin

Suggested use level: 5-15%

Applications: hair and skin care creams and lotions; especially suited for specialized hair care products such as relaxers and straighteners

Comments: Lipowax R2 is a complete emulsifying system for many oil phases and is compatible with most surfactants.

Pure-Thix 1442

INCI name: polyether-1

Suggested use level: 0.5-3%

Applications: skin and hair care and cosmetic products

Comments: Pure-Thix 1442 is easy to incorporate into water phase,

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builds viscosity and adds film-forming properties for gels, pomades and conditioners.

Tixogel PEC-1414

INCI name: hydrogenated polyisobutene (and) cyclopentasiloxane (and) cyclohexasiloxane (and) polyethylene

Suggested use level: 1-10%

Applications: skin care, sun care and cosmetic products

Comments: Tixogel PEC-1414 is easily incorporated at low temperatures using a homogenizer. It adds gloss, water-repellancy and high temperature stability.

\* National Starch & Chemical  
Bridgewater, NJ  
Tel: (908) 575-6131  
Fax: (908) 685-7079  
Website: [www.personalcarepolymers.com](http://www.personalcarepolymers.com)

Amaze

INCI name: corn starch modified

Suggested use level: 1-3%

Applications: mousses, gels, styling lotions, natural hair fixatives

\* Natunola Health, Inc.  
Nepean, Ontario, Canada  
Tel: (613) 727-7337  
Fax: (613) 727-3772  
Website: [www.natunola.com](http://www.natunola.com)  
E-mail: [sales@natunola.com](mailto:sales@natunola.com)

Natunola CWAX 5611

INCI name: canola oil (and) glycine soja (soybean) oil (and) hydrogenated vegetable oil (and) zea mays (corn) starch (and) silica

Suggested use level: 5-30%

Applications: pomades, styling aids, lip balm, lipsticks, sunscreen sticks, creams, lotions

Comments: Natunola CWAX 5611 is a natural ingredient which provides a soft, smooth feeling to the skin. It can be used as a viscosity-increasing agent for non-aqueous systems. Natunola CWAX 5611

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can be used in a number of skin care, hair care and sun care applications.

\* Norman Fox and Co.  
Commerce, CA  
Tel: (800) 632-1777  
Fax: (323) 837-7474  
Website: www.norfox.ws  
E-mail: norfox@oldnet.att.net

Norfox 171

INCI name: 2-ethylhexyl hydroxystearate

Suggested use level: 3-5%

Applications: detergent-based products including shampoos, bar soaps and hand washing formulations, lipstick, liquid makeup

Comments: Norfox 171 relieves and reduces skin irritancy which generally develops from exposure to the defatting effects of detergents. Use as a refatting agent at levels approximating 3-5% of the solids level of bar soap, shampoo or hand washing formulations. If necessary, this material may be solubilized with a good cosmetic grade emulsifier such as Polysorbate 20. The refatting effect results in softer and smoother skin through a reduction of cracks and fissures on the skin's surface.

\* Ondeo Nalco Company  
Cranberry Township, PA  
Tel: (724) 452-8075  
Fax: (724) 452-8078  
E-mail: amelby@nalco.com

Sensomer CI-50

INCI name: starch hydroxypropyltrimonium chloride

Suggested use level: 0.5-4.0%

Applications: shampoos and hair conditioners

Comments: Sensomer CI-50 improves wet combing and makes hair easier to style.

\* Presperse Inc.  
Piscataway, NJ  
Tel: (732) 819-8009  
Fax: (732) 819-7175  
Website: www.presperse.com

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#### Ceramiane

INCI name: water (and) propylene glycol (and) ceramium rubrum extract

Suggested use level: 3-5%

Applications: shampoos and conditioners (rinse-out and leave-in)

Comments: Keratin moisturizer.

#### Oliwax

INCI name: hydrogenated olive oil (and) olea europaea (olive) fruit oil (and) olea europaea (olive) oil unsaponifiables

Suggested use level: 3-5%

Applications: hair pomades and conditioners (rinse-out and leave-in)

Comments: Conditioning, softening and shine.

#### Oligogelane

INCI name: water (and) carageenan (chondrus crispus)

Suggested use level: 3-5%

Applications: leave-in conditioners

Comments: Conditions and adds gloss to dull hair and repairs hair by providing natural trace elements and minerals.

\* RITA Corporation

Woodstock, IL

Tel: (815) 337-2500

Fax: (815) 337-2522

Website: [www.ritacorp.com](http://www.ritacorp.com)

E-mail: [cservice@ritacorp.com](mailto:cservice@ritacorp.com)

#### Rita Chitosan HV

INCI name: chitosan

Suggested use level: .05% and lower

Applications: gels, mousses, sprays

Comments: Rita Chitosan HV can be used for emollients, humectants, conditioners and lubricants.

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Rita Chitosan LV  
INCI name: chitosan

Suggested use level: .05% and lower

Applications: gels, mousses, sprays

Comments: Rita Chitosan LV can be used for emollients, humectants, conditioners and lubricants.

Rita Chitosan MV

INCI name: chitosan

Suggested use level: .05% and lower

Applications: gels, mousses, sprays

Comments: Rita Chitosan MV can be used for emollients, humectants, conditioners and lubricants.

\* Scher Chemicals, Inc.

Clifton, NJ

Tel. (973) 471-1300

Fax: (973) 471-3783

E-mail: scherchem@scherchem.com

Hydramol TGL

INCI name: polyglyceryl-3 laurate

Suggested use level: 1-5%

Applications: shampoo, conditioners, hair treatment masks, gels, mousses

Comments: Viscous, oil-free emollient; soluble humectant; provides great shine and lubricity to conditioning sprays; a perfect ester for use in aqueous systems, especially in emulsion shine and glossers. Hydramol TGL contributes moisturization without greasiness.

Hydramol PGPL

INCI name: PEG/PPG-8/3 laurate

Suggested use level: 1-5%

Applications: sparkling fixative gels, clear hair sprays, shine products



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Comments: Water and alcohol soluble conditioner. Its excellent spreading property combined with its solubility in natural oils make it an ideal ingredient in shine products. Excellent plasticizer for all commonly used fixative resins.

\* Sederma, Inc.

Parsippany, NJ

Tel: (973) 993-2973

Fax: (973) 644-9222

E-mail: marketing@croda.com

Heliogenol

INCI name: natural herbal extract

Suggested use level: .0.2-3.0%

Applications: styling products, sprays, foams, mousses

Comments: A plant-based free radical scavenger and color stabilizer for dyed hair; proven four times more effective than vitamin E acetate in protecting color from washout and daily UV exposure; works by neutralizing the radicals generated by UV and slowing down hair dye oxidation.

\* TIC Gums, Inc.

Belcamp, MD

Tel: (800) 221-3953/(410) 273-7300

Fax: (410) 273-6469

Website: www.ticgums.com

E-mail: info@ticgums.com

TIC Pretested Pre-Hydrated Ticaxan Xanthan

INCI name: xanthomonas campestris

Suggested use level: 0.05-0.35%

Applications: shampoos, gels and simliar products

Comments: An all-natural thickener.

\* UItra Chemical

Red Bank, NJ

Tel: (732) 224-0200

Fax: (732) 224-0017

Website: www.ultrachem.com

Ultrapure Liquid Petrolatum USP

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INCI name: petrolatum

Suggested use level: 40-70%

Applications: hair grooming aids, mousses, hair straighteners, hair preparations

----- INDEX REFERENCES -----

NEWS SUBJECT: English language content; Corporate/Industrial News; Edible Oils Markets; Commodities; Grains/Edible Oils Markets; Soft Commodity Markets; Commodity Markets; Market News (ENGL CCAT MEDOIL CMD MGROIL M141 M14 MCAT)

MARKET SECTOR: Basic Materials (BSC)

INDUSTRY: Chemicals (CHM)

PRODUCT: Chemicals (DCH)

REGION: United States; United States; North American Countries (US USA NAMZ)

Word Count: 6111

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Citation	Search Result	Rank(R) 72 of 76	Database
3/1/01 HHPERSPI 149			ALLNEWS
3/1/01 Household & Pers. Prod. Indus. 149			
2001 WL 14175034			

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Household & Personal Products Industry  
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Thursday, March 1, 2001

ISSN: 0090-8878; Volume 38; Issue 3

Industry News.

FULL TEXT

P&G TO SELL SPIC 'N SPAN AND CINCH

\* Procter & Gamble Co, Cincinnati, OH, announced its plan to sell its Spic 'N Span and Cinch brands to a marketing company formed by the Shansby Group, San Francisco.

"Although Spic 'N Span and Cinch are highly profitable and recognizable consumer brands, they are no longer a strategic fit for us," explained Mike Clasper, president, P&G global home care division. "We are putting more focus on building big brands that offer the greatest potential for global growth."

The sale is in keeping with P&G's campaign to sell product brands that do not fit into its long-range plans, and follows on the heels of the company's sale of its oldest laundry detergent brand, Oxydol, in July.

Uniqema Sponsors Charity Walk in Dusseldorf

\* Uniqema will sponsor the first New Ideas 5K run/walk along the banks of the Rhine River in Dusseldorf on April 25. Uniqema will donate \$10 to a global charity for each individual who participates in the event, which is being cosponsored by two personal care publications: Happi (U.S.) and SPC (Europe). Registration is available online or immediately prior to the event on a first come, first served basis. Further information can be obtained on Uniqema's website at [www.uniqema.com/pc/newideas](http://www.uniqema.com/pc/newideas).

Hill Top Research Relocates New Jersey Facility

\* Hill Top Research, Inc., has relocated its New Jersey research center from East Brunswick to Milltown. The facility will maintain advanced photographic and image analysis capabilities, bioinstrumentation technology and an onsite dermatologist, Dr.

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Alessandra Pagnoni, according to company executives.

Rita Wanser, branch manager, commented, "To support the growth of our business, we needed a modern facility that both our clients and study participants could easily access."

The branch is located in the Ryders Crossing shopping plaza and is convenient to clients, according to the company. "The new site offers the opportunity to expand our recruitment efforts, increase our database of panelists and readily implement any future upgrades to our research center," Ms. Wanser said.

#### C.P. Hall Announces Consolidation

\* The C.P. Hall Company has announced the consolidation of manufacturing to its Chicago, IL facility. The company's Carteret, NJ location stopped production in January.

"The consolidation to an expanded Chicago plant enhances our ability to increase internal efficiencies and customer services," explained John J. Paro, executive vice president and chief operating officer. "This move positions the company to take advantage of the many opportunities available in the global marketplace. The C.P. Hall Company remains committed to being the premier manufacturer and provider of uniquely engineered specialty esters for polymer and personal care markets on a worldwide basis." The Carteret location is scheduled to close completely this April.

#### Pennzoil-Quaker State to Sell Shreveport Refinery

\* The Pennzoil-Quaker State Company has entered into a letter of intent with Calumet Lubricants Company, LP, for the sale of Pennzoil's Shreveport, LA refinery. A closing for the negotiations is expected by April 30.

The sale is part of Pennzoil's decision to divest non-strategic assets and focus on its automotive consumer products businesses, said company officials.

"The sale of the Shreveport refinery represents the last significant milestone in our divestiture program," revealed James J. Postl, president and chief executive officer.

Mr. Postl added, "While we still need to execute the definitive agreement, based on our experience with Calumet we are optimistic that a transaction will be completed."

Other divestitures announced over the past year include Pennzoil's Penreco partnership interest, Viscosity Oil, Specialty Environment Services, its Carson packaging facility and its interest in the Bareco partnership and Rouseville, PA refinery.

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#### Formulas by Ecoly Announces Name Change

\* Formulas by Ecoly's chief executive officer and president, Michael O'Rourke, announced that the company will change its name to **Sexy Hair Concepts**.

The company has marketed such collections as Big **Sexy Hair**, Straight **Sexy Hair**, Short **Sexy Hair** and Curly **Sexy Hair**. A new category, Hot **Sexy Highlights**, was added to the line in July.

"The word **Sexy** is a powerful marketing tool," opined Donna Federici, vice president, marketing. "It allows the consumer to drum up connotations on a very personal level."

**Sexy Hair Concepts** products are available through professional salons in 24 countries.

#### ASTM Committee Awards Edward Miller

\* Edward Miller, program leader for Consumers Union U.S., was honored by ASTM Committee D12 on Soaps and Other Detergents with an award of merit in January.

Mr. Miller has committed 38 years of dedicated service to D12, including posts as committee secretary and vice chairman, according to the organization. Mr. Miller was also recognized for numerous contributions to the development of many ASTM standards.

Currently Mr. Miller is a member of a number of ASTM committees including D02 on Petroleum Products and Lubricants and E34 on Occupational Health and Safety. He has been an employee of Consumers Union for more than 50 years.

#### Huntsman Acquires Dow's Ethyleneamine Division

\* Huntsman International, LLC, Salt Lake City, UT, completed its acquisition of Dow Chemical Company's global ethyleneamines business in February. Included in the agreement was Dow's ethyleneamines manufacturing plant in Freeport, TX and Dow's Castmate ceramic processing additive business.

"Huntsman already had one of the industry's broadest amine product lines," said Peter R. Huntsman, president and chief executive officer of Huntsman Corporation. "Adding ethyleneamines to our portfolio is a clear indication of our continuing commitment to the specialty amines market."

#### Yankee Candle Consolidates Operations

\* The Yankee Candle Company, Inc. has announced plans to restructure and consolidate its supply chain operations, including the closing of

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the company's Salt Lake City, UT distribution center and reducing its manufacturing and distribution workforce in its Deerfield and Whately, MA facilities.

Approximately 180 employees in the Utah facility and 275 individuals in the Massachusetts facilities will be affected by the layoff. The majority have been employed by the company for less than a year, said company executives. The company said the layoffs are not indicative of financial difficulties, but rather point to increased efficiency.

"As we face the future, we see many positive signs. Our

candles remain the best in the industry," said Michael D. Parry, president and chief executive officer. "But to retain our competitive position and preserve the future, we must constantly strive for greater efficiencies, changing and adapting to different supply chains, new equipment and improved methods of operations. Unfortunately, this process requires that we sometimes make difficult decisions." A severance package and benefit continuation plan will be provided for affected employees.

#### Scientific Staffing Reveals Study Results

\* A survey of more than 100 companies revealed that technicians are the most difficult scientific professionals to recruit and retain, with chemists following as second most difficult, according to Scientific Staffing, Jacksonville, FL. The study showed that staffing firms were the most effective method for recruiting in the category, with 68% of scientific professionals being hired successfully through recruiters. Newspaper ads were listed as second most effective at 48%.

Scientific Staffing also claimed that its methods are more cost-effective and faster than other hiring methods, based upon the results of the study. The company is currently offering a free copy of the Scientific Staffing Scientific Recruitment and Retention Report by sending an e-mail to [prcomm@prolianz.com](mailto:prcomm@prolianz.com).

#### Informex Sets Attendance Mark

\* Informex 2001 broke previous years' attendance records when more than 4000 industry professionals went to the Morial Convention Center, New Orleans, LA this February. The attendance is nearly 10% higher than last year and attracted 435 company exhibitors, including 75 first-time attendees and 90% returning from last year.

Reflecting the global nature of the industry, representatives from more than 20 countries attended the event, including Italy with 16 companies, France with 10 companies and the UK with 17 exhibitors.

Throughout the course of the show, which took place Feb. 26-March 1,

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major announcements were issued from 30 exhibitors regarding new products, manufacturing capabilities, investments, mergers and acquisitions, changes in personnel, strategic alliances and e-business developments.

"This show has been the key to success in marketing my business," insisted Marc Halpern, Ph.D., president, PTC Organics, Inc. Agreed Nailesh A. Bhatt, senior vice president of BlockDrugs.com, "We are finding Informex to be very valuable because the decision-makers from the pharmaceutical and chemical industries are here."

#### Arch Chemicals Names New Biocides Distributor

\* Arch Chemicals, Inc., Cheshire, CT, has named The M.F. Cachat Company of Cleveland, OH as its biocides distributor. The company will be in charge of building products applications including paints, coatings, adhesives and sealants across a significant portion of the U.S.

Arch Chemicals will continue to offer technical support to customers, according to company officials. The M.F. Cachat Company will represent Arch with various products including zinc omadine, sodium omadine fungicides-algaecides, omacide IPBC fungicides and triadine bacteriacides in more than 25 states. "The value we provide to the building products industry will be greatly enhanced by our partnership with The M.F. Cachat Company," said Dr. Douglas Simpson, global business manager, industrial biocides, Arch Chemical Company. "The M.F. Cachat Company will offer a higher level of sales service to the small to medium-size customer than we can provide, but our technology resources will be right behind them."

#### Wacker is EPA Charter Member

\* Wacker Silicones Corporation has been selected by the U.S. Environmental Protection Agency as a charter member in the EPA's program recognizing top environmental performers.

Last September Wacker was certified by the Wildlife Habitat Council, an industry organization associated with the American Chemistry Council.

#### AHBAI and Eckerd Donate \$60,000 to UNCF

\* The American Health and Beauty Aids Institute (AHBAI) and Eckerd Corporation have donated \$60,000 to the United Negro College Fund (UNCF) thanks to the thousands of consumers who purchased Proud Lady products in Eckerd stores, according to the organization. The contribution will be used to benefit minority college students across the country.

"Education is extremely important to the entire country," said Geri Duncan Jones, executive director of AHBAI. "These young people will be

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our nation's leaders." Eckerd chairman and chief executive officer Wayne Harris agreed. "We are pleased to partner with AHBAI for the tenth year in support of the United Negro College Fund," he said. "Education continues to be the finest way by which individuals empower themselves for the future. The UNCF offers that opportunity to thousands of deserving students."

AHBAI and Eckerd have donated \$550,000 to the UNCF over the past ten years. AHBAI recently celebrated its 20th year of excellence in the beauty industry and the anniversary of the founding of its symbol, the Proud Lady, which appears on more than 3,500 products in the U.S. and abroad. The organization is 17 member companies strong with more than 100 associate members in a variety of fields, said an association spokesperson.

#### Arnold Zlotnik In Game Show Appearance

\* Arnold Zlotnik, president of Pittsburgh, PA-based Alpha Aromatics, appeared on "I've Got a Secret" in January. Mr. Zlotnik stumped a panel of celebrities including actress Teri Garr, author Bill Zehme and sitcom stars Amy Yasbeck and Jim J. Bullock.

Alpha Aromatics is the recently-created fragrance division of Air-Scent International, Pittsburgh, PA.

#### ----- INDEX REFERENCES -----

COMPANY (TICKER): Procter & Gamble Co. (PG)

NEWS SUBJECT: English language content; Corporate/Industrial News; Dow Jones Total Market Index; Crude Oil/Natural Gas/Product Markets; Energy Markets; Petroleum Markets; Branding; Commodity Markets; Market News; Markets/Marketing (ENGL CCAT WEI MCRNTG M143 PET CBRAND M14 MCAT C31)

MARKET SECTOR: Consumer Non-Cyclical (NCY)

INDUSTRY: Non-Durable Houseware Products; Consumer Products & Services; Consumer & Household Products; Advertising: Brand Names; Advertising (HPN HOU HPR IABN ADV)

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Product Alert

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Monday, October 9, 2000

ISSN 0740-3801; Volume 30; Issue 19

**Sexy Hair Concepts Hot Sexy Highlights Shampoo; Hot Sexy Highlights Conditioner**

MANUFACTURER: Formulas by Ecoly/Sexy Hair Concepts CATEGORY: 319 - Shampoos & Conditioners.

FULL TEXT

The **Sexy Hair Concepts** line from Formulas by Ecoly/Sexy Hair Concepts of Chatsworth, CA, has been extended to include a Shampoo and a Conditioner, each called Hot Sexy Highlights. Developed solely for highlighted hair, they are each packaged in a tube "laminated and covered with a one-of-a-kind 100 percent foil giving the appearance of a high-polish chrome." For sample retrieval information, please call: Marketing Intelligence Service, Ltd., (716) 374-6326.

----- INDEX REFERENCES -----

KEY WORDS: PRODUCT INTRODUCTION; UNITED STATES; SHAVING PREPARATIONS; TOILET PREPARATION MANUFACTURING

NEWS SUBJECT: New Products and Services; New Products and Services; Political and General News; News Digest; Content Types; News Summaries; English language content; Corporate and Industrial News (PDT C22 GCAT NSUM NCAT SUM ENGL CCAT)

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REGION: United States; North America; United States; North American Countries; Pacific Rim Countries (US NME USA NAMZ PACRMZ)

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June 1, 2000

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LENGTH: 93 words

**HEADLINE:** THE BAND IS BACK TOGETHER; Ecoloy International introduces new hair care products; Brief Article; Product Announcement

**BODY:**

Formulas by Ecoly's ~~Sexy Hair~~ presents both the Curly ~~Sexy Hair~~ range and a new leave-in conditioner, Big Sexy Hair Volumizing Detangler. Curly Sexy Hair includes shampoo, conditioner, Curl Power Curl Enhancer and Hot Curl Setting Lotion; all of these products are meant to support, structure, define and strengthen individual curls, whether few in number or full-on Felicity. Big ~~Sexy Hair~~ meanwhile, creates a new world of order for fine and dry hair types, detangling and conditioning without aftereffects such as split ends or damaged shafts.

IAC-CREATE-DATE: December 27, 2000

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